

*The*  
JACKSONVILLE STORY  
1901 • 1951

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# The JACKSONVILLE STORY

*A Pictorial Record of a Florida City*

*Compiled by*

CAROLINA RAWLS

*UNDER SUPERVISION OF THE WRITERS COMMITTEE*

CARITA DOGGETT CORSE

JAMES C. CRAIG

ROBERT N. DOW, JR.

FRANK G. SLAUGHTER

WEBSTER MERRITT, Chairman

*Published by*

JACKSONVILLE'S FIFTY YEARS OF PROGRESS ASSOCIATION

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# THE UNDERWRITERS

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## DEDICATION

TWELVE days after Florida's largest city was desolated by fire on May 3, 1901, the Jacksonville Board of Trade, predecessor of the Chamber of Commerce, met to survey the disaster and plan for the future. Said President C. E. Garner: "In large numbers of individual cases the losses were extremely severe and in many instances fortunes have been wrecked. There can be no over-estimating the gravity of the disaster to those who have suffered. The city will recover from the calamity and the conflagration ultimately will be followed by the reconstruction of a large and greater Jacksonville. The hope of businessmen already summoning their energies and resources to resolve and rebuild has not wavered and there are none who have lost faith in the city's future. A catastrophe like this that has visited our city has the good effect of bringing the people together; of causing to pause and remember that we are one people, while we bury our petty differences."

This book is dedicated, then, to those men of the Jacksonville Board of Trade, of its successor the Jacksonville Chamber of Commerce and to those others of vision and faith who joined forces to rebuild a city.



## IN APPRECIATION

THE publishers of The Jacksonville Story are deeply grateful to the many citizens who have cooperated splendidly to make the book a success. They have collected material, confirmed incidents and dates, and generously lent treasured old photographs and mementoes.

Of tremendous assistance has been that invaluable book, "History of Jacksonville, Florida and Vicinity" by the late T. Frederick Davis. Special thanks are due Mrs. Davis for permission to use this material. Generous permission has been received from Stefan Lorant, author of "The New World," to use illustrations and material. Great assistance has been given by the staffs of the Florida Times-Union and the Jacksonville Journal.

Many hours of work and special services have been rendered by Miss Audrey Broward of the Jacksonville Public Library; W. T. Hawley, "The Old Timer"; Don Keller, Photographer; Miss Gladys Malcolm; and the staff of Newman, Lynde and Associates.

To the many, many persons—oldtimers and newcomers alike—thanks!

## STORY BEHIND THE STORY

Appropriate observance of the Fiftieth Anniversary of the city's Great Fire was first proposed in a newspaper editorial. The idea was explored exhaustively by the Chamber of Commerce, and strongly supported by clubs, individuals and officials. Jacksonville's Fifty Years of Progress Association, a non-profit corporation organized in December, 1949, has pressed forward under the direction of the following members of the board of directors:

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Part I

# INTRODUCTION TO A COLORFUL STORY





### SAILING TO THE RIVER OF MAY

**T**HE French sailed on and made another landing. At this place they were greeted by a crowd of Indians, some of whom waded into the water shoulder high to present the visitors with baskets of maize and red and white mulberries. Others offered to help them to the shore, where they were met by the chief, his two sons, and other warriors, all armed with bows and quivers full of arrows.

After they had exchanged greetings, the French went on into the woods, hoping to discover fresh wonders. But they found nothing except mulberry trees bearing red and white berries and covered with silkworms. They named this river the River of May [the Saint John's], because they sighted it on the first of that month.

From Stefan Lorant: *The New World*  
Original Jacques LeMoyne text.



# IN THE BEGINNING WAS THE RIVER...



**I**N the beginning was the river . . . shimmering invitation to adventure; beckoning with miniature swirling whitecaps, surging and sparkling under the turquoise of an early May sky.

In prehistoric days the river was a wide inlet outlining a deep triangle of land that was to become the Florida peninsula. In later years, the tropical blending of narrow, twisting stream and broad expanses of majestically calm waters showed a capricious independence by being one of the few major rivers of the world to flow to the North; and further independence by rising within 12 miles of the ocean, flowing parallel to its coastline for more than 250 miles, then turning abruptly to the East to reach that body of water.

Here, then, is the story of a river. Here, too, the story of a city . . . for the two are inseparable. Jacksonville is the gift of the St. Johns. This thriving port, and the whole western world have been influenced by the river's fortunes. From the May morning of 1562, when Jean Ribaut led his French Huguenot adventurers ashore to its banks, through a long and stormy history of political intrigue, the St. Johns has assumed a leadership in world affairs.

Destined for tragedy from the first, a little French fort named Caroline was established by Huguenot Rene de Laudonniere at St. Johns Bluff, two years after Ribaut's landing. The Spanish king, claiming Florida by right of Ponce de Leon's discovery in 1513, sent an expedition headed by Pedro Menendez to destroy the French Colony. This act which brought about the first clash of major European powers on the continent also led to the founding of St. Augustine.

Completely surprising the Frenchmen, Menendez managed the mission with dispatch, executing all save a few women and children and taking over the settlement, which he renamed San Mateo. In August of 1567, retribution followed. A French expedition led by Dominic de Gorgues captured the Spaniards in an unguarded moment. The captors first lectured and then hanged them as "traitors, thieves and murderers."

Though men came and went, and changed the river's name, the river itself remained unchanged. Known by the Indians as poetic "Illaka" or "chain of lakes," and by the French as the River of May because of the time of its discovery, it was named Rio San Mateo by Menendez in honor of St. Matthew. Later it became known as "Rio San Juan" as associated with the Spanish mission San Juan del Puerto on Fort George Island. After England took over Florida in 1763, the Rio San Juan became known as the St. Johns.

The story of Jacksonville, which really began in 1564 with the building of Fort Caroline, was to hold increasing interest as the years went by. At a narrow place in the river, the Indians swam their cows across and called the point "Wacca Pilatka" or "cows crossing over." The unimaginative English interpreted this as Cow Ford. So Jacksonville was at first merely prosaic Cow Ford. Although Florida had been ceded by Spain to Britain and later returned to the Spanish at the end of the American Revolution, there is no authentic record of a settlement on the actual site of Jacksonville until January 3, 1791. At that time, Robert Pritchard obtained a grant for 450 acres of land opposite the site of Fort San Nicholas on the south side of the river, and there he built a home.



The British had established a promising settlement called St. John's Town a few miles east of Cow Ford at St. Johns Bluff, but the return of the Spanish in 1783 for a second period of occupation followed by British evacuation, caused the little community to be almost completely abandoned. At that time, Florida, home of numerous Loyalist sympathizers, served as host to many a British refugee from the American Colonies.

A whole colorful era had been lived in Florida before the Pilgrims set foot on Plymouth Rock. By 1763 the flags of three nations had been unfurled over the settlements near the mouth of the St. Johns River. Early in 1812, a fourth flag, that of the Republic of East Florida, waved in the river breezes. This abortive republic had been encouraged by Presidents Jefferson and Madison, who wanted the territory of Florida to declare its independence from Spain. They, rumor said, sent one John

erate flag—sixth over the area—flew. The town changed hands several times and was severely pillaged. But its strategic location became better known. A post-war boom followed with notorious carpetbaggers in the driver's seat. In 1876, Luther McConihe was elected Mayor, whereupon the city returned to "home rule." In the Eighties and Gay Nineties prospering Jacksonville became "the Riviera of the United States," for it boasted a tourist trade that was the pride of the nation and the envy of other tourist states.

The St. Johns River prospered too. With Jacksonville the heart of thriving and expanding citrus and lumber industries, there developed a shipping trade that was as colorful as it was prosperous. Despite fever, fire and freeze, spirit was high at the turn of the century. Modern medicine had conquered most of the epidemics. Fire hazards had been reduced. The Spanish-American War had caused



McIntosh to "fifth column" the intrigue. On February 22, 1821, the United States accomplished its purpose by buying Florida from a despairing Spain, whereupon a fifth banner floated high over Cow Ford.

In 1822, Cow Ford was renamed Jacksonville in honor of General Andrew Jackson, colorful provisional governor of Florida. The General, however, never set foot on the site so far as is known. Following incorporation in 1832, the town began to grow apace.

Throughout the dread Seminole War, 1835-1842, most citizens of newborn Jacksonville kept their scalps as they struggled to build a shipping-commercial-tourist village. With the War Between the States, the Confed-

the city's growth to spurt.

On the morning of May 3, 1901, nearly three and a half centuries after that May morning when Ribaut first sailed up the River of May, there sprawled upon the banks of that river the lively port of Jacksonville, its people reasonably content and prosperous, but eager to expand.

Then tragedy struck—stark tragedy which reduced a city of 28,429 to shambles as it threatened the very existence of the population. This is the story of the eventful half century which followed that holocaust, a story of a courageous citizenry which transformed charred ruins into a metropolis—Jacksonville today.





Fort Caroline, established by Rene Laudonniere and his French Huguenots near the mouth of the St. Johns River in 1564, according to contemporary drawings of Jacques LeMoyne and reports of an observer, Carpenter Le Challeaux. Spanish, led by Menendez, destroyed the fort in 1565. Above is a picture of scale model on exhibit at the Jacksonville Children's Museum.





THE NATIVES OF FLORIDA WORSHIP THE COLUMN ERECTED  
BY THE COMMANDER ON HIS FIRST VOYAGE

WHEN the French came to Florida the second time, they were commanded by Laudonnière. Upon their arrival crowds of Indians gathered on the shore to welcome them. They assured Laudonnière that they bore no enmity against him. So he went ashore with twenty harquebusiers where he was met by the chief, Athore. After presents had been exchanged and promises of friendship given, the chief asked the French to go with him. This they agreed to do, though as Athore was accompanied by a great number of men, they acted with great caution.

The chief took them to the island where Ribaut had set up the stone column carved with the arms of the King of France. When the French came closer to the column, they found Indians worshipping the stone as an idol. Athore kissed the stone with the same reverence that his subjects showed him. His men also kissed the column, and they asked us to do likewise. In front of the monument lay offerings of fruits, edible and medicinal roots, jars of perfumed oils, a bow, and arrows; the stone was wreathed with flowers and boughs of the choicest trees.

This Chief Athore was very handsome, wise, honorable, and strong, and at least half a foot taller than the tallest of our men. He was grave and modest, and his bearing was majestic. He had married his own mother and had a number of sons and daughters by her, whom he proudly showed us, striking his thigh as he did so. It is well to remark that after he married his mother, his father, Saturiba, did not live with her any longer.





Ribaut monument today . . . replica of original column depicted by LeMoyne. Erected by Daughters of American Revolution and unveiled on May 1, 1924, just 362 years after Ribaut landing.

When the Mayport Naval Auxiliary Air Station was constructed, the monument was moved from its original site overlooking the river to the intersection of Mayport and East Mayport roads.





In January, 1821, Isaiah David Hart, Cow Ford's third settler, arrived. Responsible for a survey in June, 1822, which laid out the townsite of Jacksonville, I. D. Hart deserves to be called the founder of the city. At the time of his death in 1861 there were about 2,000 people in Jacksonville. His original tomb, on Laura Street between State and Orange, was vandalized in 1896, and was badly damaged by the fire in 1901. Today the founder of Jacksonville is buried at Evergreen Cemetery in the tomb pictured above.

Part II

THE GAY NINETIES

... A TOURIST MECCA

... WAR WITH SPAIN





In the Energetic Eighties, a City's Star Was Rising . . .

## Jacksonville's Hotels Were the Pride of a Continent

By 1880, Jacksonville was known far and wide as "Winter City in Summer Land." Tourists nicknamed the resort "City of Hotels." Outstanding was the old St. James (above left), fabulous gathering place for the world's wealthy, until it burned in 1901. The old Duval hotel (above right) was another exciting adventure in early hotel days. Burned and rebuilt after the fires of 1892 and 1901, it was of historical interest because of its location at the site of L. Z. Hogans' log-cabin, first house in downtown Jacksonville. Below is the first Windsor Hotel, as it appeared prior to the fire of 1901. Presidents and nationally-prominent people signed its register . . . many more danced in the famous ballroom.





# BEFORE TURN OF CENTURY JACKSONVILLE WAS MAGNET FOR TOURISTS OF NATION



Top to bottom:

Bay Street, riverfront looked like this in 1892.

Main building of Sub-Tropical Exposition, \$100,000 answer to California's bid for tourists. Opened in 1888, it operated for four seasons. Among notable visitors was President Cleveland.

Looking northeast from Everett Hotel, Bay and Julia Streets, in 1892.

Steamboat "City of Jacksonville," part of big river fleet serving Palatka, Sanford, Silver Springs. When Clyde Line absorbed the DeBary interests in 1889, this boat continued river passenger and mail service.





From across river,  
Jacksonville's skyline looked  
like this during growing-up  
period.



## GAY NINETIES WERE BUSY YEARS

After the horrors of a yellow fever epidemic in 1888 (nearly 5000 cases and more than 400 deaths), Jacksonville began to live again. Money was plentiful due to thriving river commerce and prosperous tourist trade.

At Pablo Beach a large crowd gathered to see the area's first exhibition of professional bicycling on July 4, 1890. The following year, a fire broke out on Bay Street which swept up Pine, leaving devastation as far as Church. Loss: \$750,000.

The nation's eyes turned toward Jacksonville when the world championship boxing match between Charles Mitchell of England and James J. Corbett was held at the Fairfield fairgrounds on January 25, 1894. The "bloomer girl" dared to cycle in town in 1895, but only after dark. The following year the New York Giants came to Jacksonville for Spring training.

In the summer of 1896 John Einig built a strange narrow buggy with little wheels powered by a steam engine—the first "automobile" in the city. In 1893, Bay became the first street paved with brick, and people who occupied the social pinnacle rode bicycles to parties and picnics. The motion picture came to town in 1897 with flickerings and breakdowns. But they *did* move!

Life was gay in the Nineties and days were busy. All the while the city was growing.



Top . . . Old Armory, built at southwest corner of Market and Adams Streets in 1897.

Center . . . Old Duval County Courthouse, built in 1886, had walls so stout they withstood the fire of 1901.

Below . . . At Main and Adams Streets in 1884, this gracious home stood. The booklet "Jacksonville, Florida" calls it "A Cottage at Adams and Main."





In 1896 Jacksonville transferred the city offices from the City Hall and Market to an imposing red brick building which cost \$97,000. Stores and market stalls, paved with concrete for easy cleaning, occupied the first floor. Upstairs were the Council chamber and city offices. The graceful clock tower, 95 feet high, overlooked Jacksonville until it was reduced to ashes by the Great Fire.



Completed in 1877, the St. Johns Episcopal Church, one of Jacksonville's most beautiful edifices, was destroyed in 1901. The original church was burned by Federal troops in 1863.



Beautiful St. James Square where tourists and townspeople enjoyed afternoon strolls in the warm winter sunshine. In 1866, the estate of "Townfather" I. D. Hart deeded the block to the city and in 1887 the first money was appropriated for its beautification. First called City Park, then St. James Square because of the hotel which overlooked it, the name was changed in 1898 to Hemming Park, when Charles C. Hemming presented the stately Confederate monument which stands today.





## Days of Fun ....and Pictures for Remembrance



Coy young people enjoy houseparty at Mayport, where many Jacksonville families maintained cottages before century's end. The picture has caught spirit of fun in those days. Nicknames: "Old Pest House Al", "Weary Beauty Jessie", "Handsome Overton of Watermelon Fame."

## Pride of '96 . . . . Jacksonville's First Football Team



Football enthusiasts. Many had never seen a game before Dr. Horace Drew, a young man with a brilliant collegiate gridiron record, organized this team in 1896. A game played with Savannah degenerated into a fracas when the local eleven resented the Georgians' roughness (also the fact that they were winning!). Nothing daunted, many of these serious young players, later well-known Jacksonville citizens, went on to win other games.



# THE WATCHWORD IN '98....PREPAREDNESS!



Above . . . In serious mood, Jacksonville Light Infantry joins Metropolitan Light Infantry for a drill on West Bay Street in 1894.

Below . . . Debonair members of Jacksonville Light Infantry at ease, just before war with Spain.





## “ There'll Be a Hot Time in the Old Town ”

On March 2, 1897, when the Jacksonville City Council passed the nation's first official resolution condemning the cruelties of Spain in Cuba, the “Three Friends” was in full action running arms and ammunition to the neighboring island, eluding Spanish ships. The “Dauntless,” the “Commodore” and the “Bermuda” were other boats which dared Spanish guns for the sake of little Cuba.

Jacksonville's “Naval Militia”, “Light Infantry” and “Rifles” were ready for the call to colors in 1898. The city throbbed with activity. The boys sang “There'll be a Hot Time in the Old Town Tonight.” Camp Cuba Libre was established in East Springfield, but abandoned because of a typhoid fever epidemic. Moved to high ground near Panama Park, Camp Cuba Libre played host to 29,000 men. The townspeople were hospitable. The saloons were wide open!

The war ended before most of the troops could leave for Cuba. Many remained in the warm-hearted city, married some of the pretty young women and established homes.



Above . . . The Three Friends, filibustering boat of pre-Spanish-American War days, became one of best-known tugs on the St. Johns River.



Center . . . Just at war's end, the U. S. Army was completing a series of gun emplacements on historic St. Johns Bluff.

Below . . . American troops lead by General Fitzhugh Lee march by Windsor Hotel reviewing stand in 1898.







MAP OF FIRE AREA, MAY 3, 1901



Part III

“AN AWFUL VISITATION”





HAVENS 1901









Mayor J. E. T. Bowden



Police Chief W. D. Vinzant

# A City in Ruins

May 3, 1901



**I**T was hot and dry as the summer of 1901 approached. Friday, May 3 dawned with a clear golden glow that heralded another hot day. No rain was in sight. There had been almost none for over a month. Housewives leaned against picket fences and exchanged lazy tidbits of gossip with neighbors as their husbands left for office or plant. A few horses clop-clopped down the streets in leisurely fashion. Washerwomen sang as they stirred the clothes in big soot-blackened pots. Shrill laughter of playing children split the calm air. Sparrows twittered in leafy branches of the great oak trees which lined the streets. Men-folk scanned the columns of the morning Times-Union and Citizen but found nothing exciting. There was some trouble in the Far East. The Americans were chasing a Filipino insurgent named Aguinaldo. Republican President William McKinley was being warmly welcomed on his Southern tour. In the office of the evening Metropolis, the city editor had trouble finding assignments for his men. People were listless and hot in Jacksonville on that morning of May 3.

Out on Beaver Street at Davis, workers in the Cleveland Fibre Factory were busily engaged in spreading moss to dry in the sunshine. Workmen, breathing a sigh of relief when the noon whistle blew, shuffled to the shade of nearby trees to eat lunch. Usually watchmen stood guard around the drying moss, since there were many shanties nearby with sparks flying from their crude chimneys. But today, there being no wind, watchmen joined their friends at lunch.

As they sat talking, a little glow from the moss caught the eye of one man. He sauntered over with a handy bucket of water to put out the flame. Seeing a few more glowing

spots, he called for help. The moss blazed up in dozens of places. Suddenly out of the calm, a gust of wind caught the burning fibres and swirled them toward the moss-packed shed. The entire factory now having become endangered, young George Hodan hastily pulled the alarm on Firebox No. 57. Horsedrawn fire engines, belching smoke, clanged down the street. Firemen leaped into action.

Water gushed on the pitch pine building. Walls crackled. The wind rose. Wisps of flaming moss flew far and wide. A shanty here was ignited. A shanty there burst into flame. Fire-fighters rushed to halt the new blazes. Soon all of Hansontown, a little colored suburb, being in flames, Chief T. W. Haney called a general alarm.

Frantically firemen pumped water on the burning buildings. A great pall of smoke, whipped by the still-rising wind, rolled eastward. Husbands, home for the midday meal, and housewives hurried in to the street, anxiously eyeing the growing maelstrom.

Heat puffed over the city. Men summoned drays and wagons. Hastily piling household goods precariously high, they drove off, but, not sensing the grave portent, unloaded their goods a few blocks away and returned to help their neighbors.

Fierce flames devoured their way eastward—shanties, stores, homes, factories, trees. Down Adams Street. Down Monroe Street. Firefighters fought furiously, fell back, fought on. Some were overcome. Fear filled the populace.

Fine horses reared in fright fighting off their would-be saviours as heat and smoke intensified. Driverless dray



horses dashed down sandy streets with wagons blazing. Men and women, old people and children, clutching their precious belongings, fled east, fled south, fled north—fled anywhere for safety. Throngs jammed the brick Windsor Hotel whose halls were lined with piles of household goods. Others sought safety in the Courthouse and Armory, but finding no safety, out they poured to join the shrieking, crying mob straining toward safety across Hogan's Creek.

The city was now an oven. The few concrete sidewalks and the brick streets glowed brightly. Cypress block pavements roared and buckled. The Confederate Soldier stood staunchly in Hemming Park, but his concrete pedestal reddened with intense heat. Magnificent old green oak trees became awesomely magnificent torches. Fronds of languid palms became agitated, then crackled and vanished. High buildings served as ladders for nimble flames to climb, where they played leap-frog from block to block.

Down on Market Street, the brand new, sturdy Armory was packed with people. When the heat became unbearable, citizens fled. Looking back with smoke-seared eyes, they saw the massive walls cracking like eggshells, then crashing. The stout Courthouse walls held, but all within was reduced to ashes.

Out Market Street at the Hogan's Creek bridge, the already-frantic crowds heard a fearsome report: the nearby gas plant was about to explode. In panic the people sought to get away. A woman fell. The surge of feet paused a moment for her rescue, then continued in a relentless giant shuffle. Children cried. Terrified women sobbed. Through it all ran the



Possessions piled high, these citizens look anxiously toward town from Springfield.

wail of hysterical "darkies" calling upon their Lord, in waves of mournful chants, for deliverance and mercy.

At the other end of Market Street, on the river's edge, refugees clamored for boats. When the fire, which had swept eastward for almost two miles, turned toward the river, dozens were thought to have been trapped in what later became known as "The Market Street Horror." But rescue boats were busy. Only two persons, Henry Bounetheau and an unknown Negro, died there.

As the city became an inferno, distress messages were flashed throughout the region. Western Union and Bell Telephone forces stood by their posts valiantly to spread the alarm. Fire companies from St. Augustine, Savannah, Fernandina, Brunswick and Waycross, speeding to the stricken city on railroad flat cars, arrived in a few hours.

One hundred and sixty miles distant, people of Savannah, seeing skies darken, thought a violent storm was brewing. So great was the conflagration, the pall of smoke was reportedly seen in Raleigh, N. C., 500 miles north.

Incidents show that people rise to emergencies with courage and determination. So it was in Jacksonville on that day of disaster. One man threw away his valuable records to aid a helpless, aged couple wheel an old sewing machine down a flame-lined street. Others threw away jewelry and clothing to make room in their trunks for babies and small children. One woman carried eight eggs throughout the flight, then shared them with fellow refugees.

The suburbs were saved when firemen, supported by hastily-formed bucket brigades, turned the flames at Hogan's Creek. A narrow strip along the river, from Laura Street west, also was saved. In the suburbs, residents opened their homes to friends and strangers alike, even sleeping on the floor to make room for them.

At nightfall, the wind died down. By 8:30 p. m., runaway flames were brought under control, smoke began to fade and sidewalks to cool. During that night of despair and bewilderment, national guard troops took over.

Saturday's sun shined on a city of ashes. The fire had destroyed 2,368 buildings, burned 466 acres. The toll included invaluable records and all public buildings except the Federal building. Destroyed were 23 churches, 10 hotels. Fortunes went up in smoke. Of \$15,000,000 estimated property damage, only one-third was covered by insurance. Seven persons had lost their lives. Few, however, went down in despair. Most citizens courageously looked ahead, planned—and worked.

A city, ruined on May 3, 1901, was reborn the following day.



Above, it is about one p. m. Sparks of flaming moss are carried by rising wind toward thickly populated section of city. Smoke pall grows as people begin fleeing for safety. Firemen are fighting a futile battle. Below, two hours and ten minutes later, dense smoke chokes city, buildings are almost hidden. People, many of them in panic, forget their possessions, seek only to save their lives.



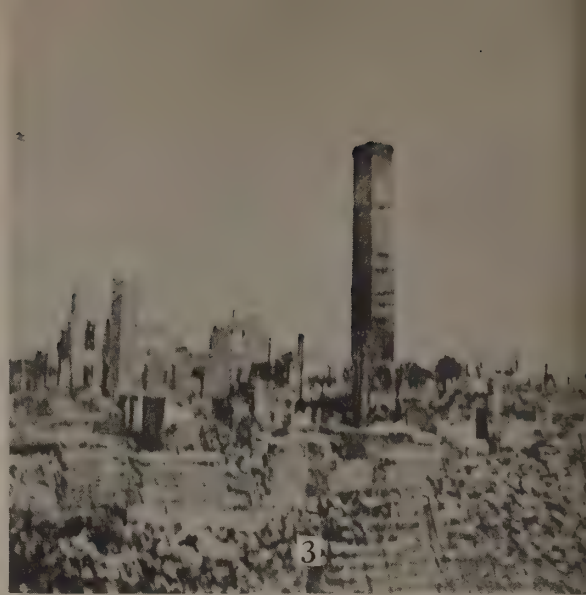




1



2



3



4



5



6

## Merciless Destruction

THE South's greatest fire, in property loss and area covered, had raged on a Friday. The first permit for re-building was issued on the following Monday. On Sunday, May 5, the Citizens Relief Association was organized by Board of Trade leaders and others. The United States Government sent 12,000 tents. The Women's Relief Corps set up community kitchens, distributed clothing and supplies. Mayor J. E. T. Bowden ordered citizens to work or leave town.

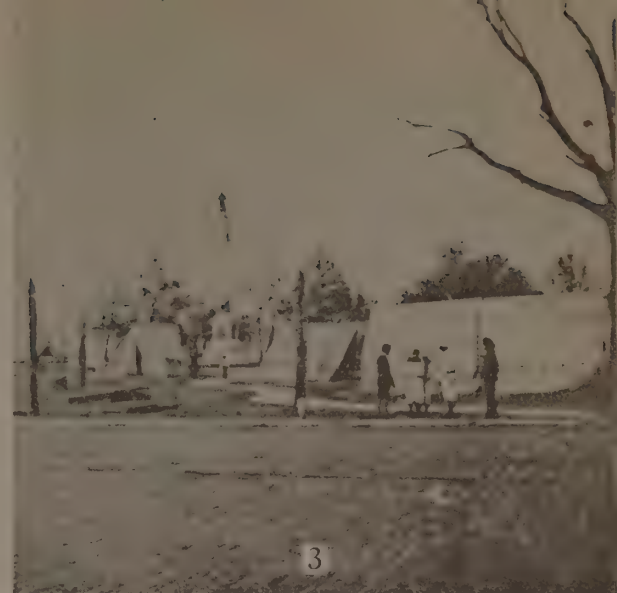
1. Crowds survey rubble as soldier stands guard.
2. Six-story Gardiner Building.
3. Famous people who had stayed at Windsor Hotel would not have recognized it.
4. Gracious St. Johns Episcopal Church had but one wall standing.
5. Statue of the Blessed Virgin guards standing wall of Church of the Immaculate Conception.
6. Piles of bed linen and household goods line street, supposedly for safety.



1



2



3

## Acres of Desolation

On May 13, a statement showing Jacksonville's plight was issued, whereupon cash contributions totalled \$224,913.72. Value of food, clothing and equipment sent in was set at more than \$200,000. Transportation companies hauled supplies free of charge. Distress messages were handled by Western Union without charge. Within a short time, every homeless person was provided with temporary shelter.

1. Site of "Market Street Horror" showing charred remains of St. Augustine fire engine.
2. Twist of corrugated roofing and portion of City Hall's once-stately tower.
3. A tent city mushroomed in Hemming Park. Uncle Sam sent 12,000 tents. Women's Auxiliary went into action. Three companies of Florida State Troops were mustered.
4. Stout walls of County Courthouse withstood heat, were used for rebuilding.
5. Deserted streets were slowly cleared. Tiny construction shacks appeared, as seen at extreme left.
6. Refugees in Springfield.



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## JACKSONVILLE DEVASTATED BY A MOST DESTRUCTIVE CONFLAGRATION

Fire Raged Without Abatement from 12:30 p. m. to 8:30 p. m.—Thousands of People Are Left Homeless—Loss Roughly Estimated at About \$15,000,000.00.

In the face of a conflagration literally appalling in its destruction that began in this city at 12:30 p. m. yesterday, it is yet, of course, impossible to state with accuracy the amount of the loss or the insurance.

The plans of the city, as prepared by the city surveyor, shows that 180 blocks were burned up and a part of one other block. The estimate of residences to the block in the residential district of the city is ten, and in the business section of the city the blocks were built solid.

Leading business men, insurance men among them, estimate the total loss of property at from ten to fifteen million dollars. This is as near correct as could possibly be arrived at at this hour.

It is feared, in the first place, that several lives were lost, and it is known that thousands of people are homeless, bereft of all earthly possessions, except the clothes on their backs.

It is known that the flames began in the northwestern section of the city in the Cleveland fiber factory, corner Beaver and West Davis Streets, ate their way in a wide belt in a generally easterly direction, as far as the Duval Street viaduct, laying in ashes hundreds and hundreds of residences, public buildings and business houses.

In the beginning the flames were confined to a few houses in the neighborhood of the Cleveland factory, but a brick wall wind from the north-west fanned them, and they spread from house to house, seemingly with the rapidity that a man could walk.

When the writer reached the scene eight or ten houses in the neighborhood between Ashley, Cedar and Beaver Streets were burning. People in the houses on the eastern side of Cedar were taking furniture from their houses, although at that early stage of the conflagration it was not dreamed that it would not be soon checked. But it was not. With incredible speed it spread, continuing to widen its devastating line of march.

By 2:45 o'clock the handsome residences of T. V. Porter, C. S. Senator J. P. Taffero and W. S. Ware at Julia and Church were blazing; the flames in the meantime having converted into smoking piles of ashes the thickly built portion of Ashley Street between Cedar and Hogan.

Among the many prominent citizens whose houses were burned in this neighborhood were T. T. Stockton, W. G. Toomer, Mr. Peacock, Blair Burwell, Jr., Cecil Wilcox, J. R. Parrott, A. W. Cockrell and others.

The vast majority of these houses, as indeed are most of the residences in Jacksonville, were frame structures. They burned like cigar boxes, like chaff, as the thundering, blinding storm wave of fire lit it the east, ever to the east, and swept the area.

At twenty minutes past 3 the Windsor Hotel was in a blaze.

This great, box-like building, covering the entire block, bounded by Hogan, Duval, Julia and Monroe Streets, burned with awful fury. Fortunately all the guests had warning and the buildings' upper floors were empty when the fire came.

Like the Windsor would ordinarily be regarded a disaster in itself, but yesterday it lapsed into relative insignificance, even though alone its destruction involved a loss of \$175,000.

A few minutes later the St. James Hotel, which has been closed since April 19, was a mass of flames. Although a brick structure, it, too, burned like tinder.

By this time, in the general cataclysm of destruction the loss of individual buildings was lost sight of. Isolated houses one and two hundred yards to the eastward were burning, and fresh nuclei of flame were being added.

Still progress was steady to the east. Twenty minutes prior to the ignition of the St. James the writer walked east on Duval from Laura. Here and there houses were burning. All in a moment, a blinding typhoon of smoke and dust came with overwhelming power, blowing eastward, and it was necessary for those on the street to run to escape from it.

For a time it seemed that the fierce advance was straight to the east. House after house combined. No effort was made to save buildings. Every one knew that to save any building in the track of the fury was impossible, and on and on it came.

Churches, public buildings and shops were destroyed. The Congregational Church, Hogan and Church, was gone. So was the First Baptist. And the Ebenezer (colored) Methodist and Bethel

### There Is Suffering in Jacksonville!

### There Must Be Immediate Assistance.

### Let Those Who Are Able Respond

The calamity that befell the city of Jacksonville yesterday is almost without a parallel. At least 10,000 persons were made homeless. It will not be possible for the homeless to find accommodations in the buildings that remain, and more or less privation, and even suffering, has resulted, and will result, that cannot be entirely alleviated. Nearly two hundred blocks were burned in the thickest settled portion of Jacksonville, the burned district covering an area nearly two miles long by three-quarters of a mile wide. In short, practically nothing is left except the suburbs. Jacksonville is too vigorous to have her future blighted by any calamity. Like Chicago, she will emerge from her ashes a more magnificent city, but for the time there must necessarily be much suffering, for thousands have lost their all, and many very many could not afford to lose it. A considerable number to day are entirely destitute and must suffer until they receive

assistance from those who are fortunate enough to be able to render assistance. Jacksonville has passed through troubles in the past and has had reason to know and warmly feel that the heart of the American people was big and generous. Outside assistance in this case may, and probably will, be needed, and if so, unquestionably will be forthcoming, but our people who have must share generously with those who are destitute. A common calamity should inspire all with a community of feeling that would make one comfortable in his possession while haunted by the thought that others are in need.

Our people who have have homes must share them with those who have none. Those who have food in plenty must remember that there are many who have not. The people of Jacksonville themselves must see that the suffering caused by the sweeping destruction of yesterday is limited outside helplessness cannot come to time to more immediate needs. These must be met by the people of Jacksonville themselves.

And it will be met by them. We know the people. No warmer hearted community can be found. Jacksonville has always been ready to respond to the cries of distress from other cities, and she will as far as she can take care of her own.

A subscription list will be opened in these columns to-morrow morning. The Board of Trade will meet at 10:30 o'clock this morning relief committees appointed. The Times-Union and Citizen will publish contributions, and any amounts sent to this paper will be duly acknowledged and turned over to the proper authorities for distribution. The first list will appear to-morrow morning. Who shall be among the first contributors?

We hope for a prompt and generous response to this appeal, and we look forward to it without a doubt as to what the people will do. The need is pressing, and the response must be immediate and free.

### Prominent Citizens Talk of the Future;

### A Greater Jacksonville Is in Sight

Mayor Bowden, who is the reporter of the Times-Union and Citizen at his residence on Riverside Avenue, and resounded with the conservatism and hopefulness of a thorough business man. He has called a meeting of the Board of Trade for 10:30 this forenoon in the United States Court room, in the Government building. All citizens of Jacksonville are invited to be present in order to give ample and effective expression to the sentiments of the business men of the city, and to make suggestions for the organization of relief for the destitute, by the appointment of relief committees.

While not disposed to belittle the appalling calamity which has befallen the city, Captain Garner does not for a moment hesitate as to the determination of Jacksonville's solid men to rebuild it from the ruins. The Anglo-Saxon race has never yet accepted defeat in this spirit. This beautiful city will arise again, more prosperous than ever. The trade is here, and here it will stay; this is the commercial center of the State. Florida demands a city here, and the eternal stuff is here in men's resolution that will rebuild this city.

**MAYOR BOWDEN TALKS.**  
Mayor Bowden was found at his residence at a late hour last night, wearied in body but with the indomitable spirit in full working order. The spacious home was filled

Baptist, one of the finest colored churches South.

**ST. JOHN'S CHURCH.**  
At 4:30 o'clock St. John's Episcopal Church neighbor hood was the center of the conflagration. It lived but a few minutes. The Catholic Church of the Immaculate Conception, St. Joseph's Orphanage and the Convent soon fell a prey to the devourer. Now the blaze raged along Duval and Adams, but the wind changed and the

conflagration blaze veered to the South. The armory was burned. In the space of a few minutes the fire crossed blocks northward, and beautiful homes became a mass of red flames. The Duval Street viaduct was on fire at 5 o'clock.

The great meadow over which the city is covered with houses and household goods was a scene of horror. The fire was raging all this time in the section north of Adams and east of Laura. The Massey Business College building became ignited on Main Street and irresistibly the flames swept toward Bay Street.

**TOWARD DAY.**  
Until now it was thought that Bay Street would escape, but the thought was vain. The terror was bending in a fatal embrace to the South. The roar and the

crackle resounded as the great pinions of flame moved skyward, sending showers of cinders far into the St. Johns. The Emory auditorium was a victim. Then the Board of Trade building, the old Baldwin House, wherein the Seminole Club is located, the Metropolis publication building, the City Hall building and market, and the Hubbard building in turn were burned.

In the latter were great stores of dynamite, powder and ammunition, and there was explosion after explosion, adding to the dangers that surrounded the firemen on every side.

Then to Bay Street the flames ate their way. The now Fitchett building was in a few minutes blazing and the leap to the Gardner building towering six stories was easy. The heat was intolerable. Building after building, the opposite side of the street, was soon a mass of flames.

Not Less than One Hundred and Thirty Blocks in Residence and Business Sections of the City Destroyed—Municipal Bodies and Board of Trade To Meet.

**THE MARCH OF THE FIRE.**  
DESCRIPTION OF THE TERRITORY OVER WHICH FLAMES PASSED.  
In looking over the burned district with the fire still raging fiercely on Bay Street, in the most important retail business portion of the city, and the entire length of Beaver Street from Davis to the creek, over Liberty Street, have been totally destroyed. This is fourteen solid blocks of residences east and west. For the same distance Ashley and Church Streets have both been completely blotted out. When the fire reached Bridge Street, in its eastward course, it enveloped in flames three blocks, Duval, Monroe and the north side of Adams, burning up that entire section of the city and running fourteen blocks to the Duval Street bridge. St. Luke's Hospital was saved. The conflagration had covered as far as is definitely known, a distance of two and a half miles, or a half mile wide.

When the fire reached Julia Street it was a roaring furnace, without any prospect of being put under control. The local military companies were called out to keep back the crowds and the fire department began to use dynamite to blow up the houses a block from the fire, and thus prevent the fire from spreading. So fierce was the blaze that so strong had become the wind that buildings of two and three stories were blown down, and the flames were seen on a mass of flames.

**NIGHT FALLS, LOOKING EAST FROM LAURA, BAY STREET FROM LAURA AND BEYOND SHOWED ONLY THE REDDENED SCENE OF FIRE.**  
From the windows of the Commercial Bank building the serpentine tongues were shooting. It was soon a skeleton.

It looked as though the whole city was doomed. It seemed that there was nothing to prevent the fire's advance westward. All the afternoon the Western Union offices, corner Laura and Bay, were crowded with people sending messages. The Western Union force stood to their posts nobly. The young ladies of the force, cool and calm, were standing to their posts, even when the building forty feet across the street was crumbling. From the Clyde steamship pier flames could be seen west along the semi-circle of the St. Johns banks in the shipping. It was feared that they would creep westward, burning the dockage and entire waterfront and surrounding Bay Street buildings west of Laura, wiping out the buildings between. But the fire department was making a gallant stand. Engines were placed at Hogan and Bay and laying steadily on the buildings at Laura and Bay.

**DR. NEAL MITCHELL TALKS.**  
"While my loss is only thirteen small houses, utterly destroyed, I shall rebuild, and I mistake the determination of our citizens if we do not in the course of time see much more substantial and beautiful city than that in which we have all taken so much pride."

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**THE WIND DIES.**  
At about 7:30 o'clock the wind died. It was a blessed relief. The flames had lapped up everything in their way, from the Cleveland factory to the Duval Street viaduct

The members of the Board of Trade are called to meet in the court room of the Government building at 10:30 a. m. to consider plans for the relief of the destitute and needy.

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# THE METROPOLIS.

VOL. 14—NO. 245.

JACKSONVILLE, FLORIDA, SATURDAY EVENING, MAY 4, 1901.

Out of City 5c., in City 3c.

## AN AWFUL VISITATION

A Disastrous Conflagration Sweeps the Greater Part of Jacksonville.

### MILLIONS REDUCED TO ASHES.

The Worst Calamity that Ever Befell a Southern City Strikes Jacksonville Yesterday and Thousands of People are Homeless and in Want.

No picture can paint, neither can pen describe the scenes of destruction in Jacksonville.

Ten thousand people are homeless, and fully half of this number in need.

The cause of this horrible condition is a conflagration that was the worst that ever visited the South.

Shortly after noon yesterday a fire was discovered in the Florida Fiber Factory, which is located on the corner of Davis and Beaver streets, and with lightning-like rapidity the flames spread, until it was soon beyond the control of the fire department. A strong wind from the west hastened the progress of the fire towards the city, and in less than one hour Chief Haney stated that the entire city was in danger. The extreme dry weather and heavy wind were too much for the firemen, and the flames leaped at times for several blocks.

#### GREAT EXCITEMENT.

The greatest excitement prevailed, and in a very short time the larger portion of the city was enveloped in flames. The progress of the fire was eastward, and it gradually reduced to ashes the best portion of the city. Handsome homes were destroyed, and over four-fifths of the great business houses were completely devoured by the flames.

It is absolutely impossible to give a correct estimate of the losses, but they are fearful to contemplate. A conservative estimate places it at \$11,000,000, although many contend that it will reach \$15,000,000.

#### MAGNIFICENT STRUCTURES.

Magnificent structures that were the pride of this great and growing city are no more. The condition is appalling, and it would require columns to describe the calamity. Over 180 blocks in the best portion of the city were wrecked and ruined.

Among the magnificent structures that were reduced to ashes were hundreds of homes on the west end, and when the flames crossed Bridge street and reached the city proper, brick and stone structures were seemingly as inflammable as pine cottages.

Thousands last night slept upon the ground, and many

are hungry. The Metropolis was among the great industries destroyed by fire, but it will arise greater and grander than before.

The horrible visitation has made desolate hundreds of homes, but every man must take courage and go to work to rebuild.

#### UNPARALLELED IN THE SOUTH.

The calamity, counted as a monetary loss, is greater than the Galveston flood, and The Metropolis voices the sentiment of the people when it states that there is absolute need for speedy relief.

#### UNDER MARTIAL LAW.

The city is now under martial law, and the soldier boys are doing a noble work. They have already recovered a great quantity of stolen goods, and will have absolute control of the city until further notice. Many prominent citizens have already decided to rebuild, and, considering the conditions, the people are very cheerful.

Every man should lend a helping hand. The Metropolis, always true and a steadfast friend to Florida, will not be laggard. In a short time it will show to the people of Jacksonville and Florida that it has faith in the future of the city, and it will more than do its part to make Jacksonville even greater than before.

#### THE BURNED BANKS.

The banks, which were burned out, have all opened temporary headquarters. The Commercial Bank at 115 W. Forsyth street, the Mercantile Exchange Bank at 23 Hogan street, the First National of Florida in transportation row, and the National Bank of the State of Florida in the general office building of the S. A. L. Ry., corner Bay and Laura, the vaults of all these banks are intact, and no apprehension is feared about the money and securities.

#### ESTIMATED LOSSES.

The following is a partial list of estimated valuations of property, secured up to 12:00 noon to-day:

Cleveland Mfg. Co.	\$25,000
Commercial Bank	50,000
First National Bank	15,000
Hubbard's Block	75,000
Industrial Bldg. and Trust Co.	9,000
Windsor Hotel and Annex	95,000
St. James Hotel	35,000
Hotel Florida	40,000
Mohawk Block	30,000
Gardner building	20,000
Kohn Furchott (brand new)	75,000
Seminole Club	10,000
Kids Club	20,000
Opera House	10,000

Hickman Block	\$2,000
Palmetto Block	50,000
M. & W. R. Drew	15,000
Hotel Mitchell	5,000
Evil Block	10,000
U. S. Hotel	40,000
Albion Hotel	10,000
Christus, Grover & Co. (drugs)	100,000
McMurray Laundry	10,000
New York Steam Laundry	15,000
R. D. Knight & Co.	20,000
S. H. Kress & Co.	10,000
A. B. Campbell Co.	10,000
Cable Piano Company	5,000
Anderton and Slat in this	50,000
Trinity Methodist Church	15,000
Police Station	5,000
U. S. Court	100,000
Trinity Methodist Church	10,000
Florida H. Ry. Co. Company	5,000
East Florida Printing Co.	50,000
Smith Building	20,000
Harris Block	5,000
St. Mary's Orphanage	10,000
Church Immaculate Conception and Paragon	10,000
Church of the Holy Spirit	10,000
First Baptist Church	10,000
St. John's Episcopal Church	25,000
W. S. Memorial (Methodist)	20,000
W. S. Memorial	20,000
Senator Tallaford's home	10,000
W. S. Memorial	10,000
Mr. Pollock residence	15,000
Col. H. B. Biscoe residence	10,000
Justice W. H. Owen residence	5,000
A. W. Cockrell residence	15,000
First Christian Church	5,000
W. M. Bostwick	15,000
Opera House	35,000
Synagogue	15,000
Herbert Baptist Church (colored)	5,000
Ebenezer Methodist Church (colored)	10,000
Lutheran Church	5,000
County Court House	60,000
County Clerk's Office	10,000
City Building	110,000
County Jail	25,000
Cuba Bros. (store)	25,000
Dr. L. Engle drug store	30,000
Sanderson Home	20,000
County Jail	30,000
Mr. Murphy's shop	25,000
John G. Christopher's store	25,000
Fleming Law Building	50,000
Bussey Building	150,000
Board Trade Building	50,000
Stant H. Duval and Hugh Bell	20,000
Reed Block	75,000
Clark (furniture)	50,000
McClellan Building	50,000
Win Byrne	50,000
Mrs. Ochs	50,000
Win. Bays	10,000
W. S. Memorial Hall	10,000
Miller Building	35,000
Bristol building	20,000
W. M. Bostwick	40,000
J. B. Porter's dwelling	40,000

#### NOTES.

county clerk's office and all the records were burned. It is believed the vaults in the county judge's and tax collector's offices have saved the records. City Recorder West also thinks his records in the vault in the city building are intact.

The Duval street viaduct crossing Hogan street was an early victim. St. Luke's hospital was uninjured, though near the viaduct.

It is not what houses were burned, but what were not. The standing chimneys over the burned district have the appearance of dead trees in a prairie.

Every undertaking establishment in the city was consumed. The origin of the fire is attributed to the friction in Cleveland & Co.'s fiber factory which ignited the dry palmetto fiber, of which there was much in the building. Once started there was no stopping it, as it burned like lint, and a gale blew the flame from the west due east and every building was swept away from Adams street, north side to Hogan creek. The buildings on Adams, Forsyth and Bay streets, from Laura west were saved. Those from

Laura between the St. Johns river and Hogan creek, about a mile in width, were swept away.

Hunting for some article of household goods that was not licked up by the flame was the daybreak business of thousands. But, alas, all was gone.

People were so confused and bewildered that they could not distinguish either street or lot upon which they had resided for years.

Women and children nearly insane from fright were picked up on roadsides, in hammocks and crouched behind some article to save them from the devouring flames.

Director Mitchell and Mr. Holt were very prominent in the strong, hard work done in Springfield last night.

It was distressing to see so many people who had got separated from their loved ones and were in doubt as to their welfare.

Camping in the woods and sleeping in the open air, was a very sad prevailing fashion last night.

The flames veered from the Windsor Hotel south and rapidly spread to Bay street carrying before them everything except that bounded by Adams street on the north, the St. Johns river on the south and Laura street (west side) on the west. Leaving intact the Bank of Jacksonville, postoffice and all buildings west of it on Forsyth, Adams and Bay streets.

Several sick persons were taken out of St. Joseph's Convent and carried to St. Augustine.

There is not a church (white or colored) left in the city proper. After the fire crossed Bridge street it was a fight for life with all householders east—a race for dear life.

The suburbs of Springfield, East Jacksonville and Fairfield were untouched by the fire.

It was sad to see so many people working hard to save their valuables, getting them into the street and to have them burned for want of vehicles to take them away.

The people of Springfield worked valiantly to stop the progress of the fire and succeeded. The bucket brigade did most effective work.

W. N. Emery's loss yesterday was one of the largest in the city. He had twenty residences and three business blocks to burn, with small insurance.

Thousands lost their insurance policies, but it is not intimated that any undue advantage will be taken of this by insurance companies.

All of the saw mills in Duval county can't cut lumber fast enough to meet the demands for it.

Burned out, but by no means dead. We have life and an enormous energetic fund to draw from.

No men ever rendered more valuable and heroic service than did the firemen from other cities, but they were greatly handicapped by the waste of water from burned buildings drawing the force from the firemen's hose. The waterworks pumping engines worked well, but the water from broken hydrants took away the force.

Where to go to find employment is puzzling thousands. Out of business and homeless are features of a serious nature.

The fire swept away millions of property, but did not destroy a cent's worth of pluck and determination, and before the walls stop tumbling preparations for new buildings are being made.

The First Christian Church will meet in Riverside Park to-morrow morning at 9:30 and 10:30. It is expected that the members will bring lunch as far as possible, and come anyhow prepared to spend the day.

### NEW YORK WILL AID.

NOTHING KNOWN OF JACKSONVILLE FIRE TILL 7 O'CLOCK LAST NIGHT.

Cotton and Maritime Associations Have Adopted Resolutions of Sympathy and Aid, Awaiting Further Instructions Before Collecting Funds.

NEW YORK, May 4.—The fire insurance circles were startled this morning by the report of the Jacksonville conflagration. The New York companies expect roughly a loss of two millions. A strange feature was that not a single intimation of the conflagration was received here by the press associations and insurance circles until 7 p. m. The cotton and maritime exchanges adopted resolutions of sympathy. They await further instructions before collecting funds, which will be liberally subscribed if called for.

#### Wants To Tell.

NEW YORK, May 4.—One of the gamblers captured in the pool room raids declared to a representative of Justice Jerome that a plot exists among the gamblers to assassinate all who revealed their secrets to the committee of fifteen. The man is anxious to reveal all of the workings of the gamblers and is only held back for the present through fear of death.

#### Mrs. Cronje Insane.

AMSTERDAM, May 4.—St. Helena advises state that Mrs. Cronje, wife of the Boer general, became mentally unbalanced as a result of her terrible experiences in the war and life in her prison home at Deadwood. Mrs. Cronje imagines herself to be ex-Empress Eugenie of France. Five other prisoners also have gone insane.

#### President in Texas.

SAN ANTONIO, May 4.—The Presidential party arrived here this morning from Austin. After a few hours stay, the train starts for El Paso, where the greater part of Sunday will be spent.

#### Her First Trial.

SOUTHAMPTON, May 4.—Lipton's Shamrock to-day had her first trial spin. Lipton and Designer Watson are eminently pleased.

#### Good for Thurber.

City Comptroller Thurber yesterday first thought he would risk the records of his office in an iron safe, but afterwards concluded safety only laid in distance from the fire and he carried them a mile away and they are all right. Jacksonville will not forget Thurber.

#### H. & W. B. DREW CO.

The printing department of The H. & W. B. Drew Company, located in the new building on Forsyth street, between Laura and Hogan, was not damaged, and that part of their business proceeds without interruption. Their general offices are also located in the same building for the present.

#### COUNTY RECORDS.

The Florida Abstract and Security Company has a copy of every county record, and all the effects of the company were saved.

#### ONLY WALL STANDING INTACT.

In all the burnt district the only walls standing intact are those of the Duval county court house. This building was completely burned inside, and the roof fell in, but the walls are practically unimpaired. The court house was erected in 1855, while Dr. H. Robinson was chairman of the Board of County Commissioners, under specifications prepared by Mr. F. F. L'Engle, who was then a member of the board.





## CITIZENS FACE TREMENDOUS TASK WITH COURAGE

*Excerpt from Wiggins' 1902 City Directory:*

" . . . . But She did not sit and weep among the ashes. The day after the fire the rebuilding of the city began. At the date of publication of this book (April, 1902) nearly as many houses have been or are being rebuilt as were burned . . . . And yet there is a demand for more houses. No city of its size in the United States is better known. No city offers better investment to the capitalist or to the home-seeker. Jacksonville gives promise of becoming one of the largest cities of the South."



Above . . . Rebuilding begins. Construction shacks mushroom.



Center . . . Business went on. The booklet, "Jacksonville in Flames," captions this picture, "A little discouraged, but still in the ring."

Below . . . Bell Telephone crewmen's record of service during and after the fire is an impressive collection of heroic stories.

Part IV

Out of the Ashes Has Risen a City

FLORIDA'S GATEWAY

JACKSONVILLE...Golden Phoenix of the St. Johns



## Skyward from the Embers a City Rises



JACKSONVILLE'S promise of future greatness, mentioned in the 1902 City Directory, was being fulfilled by 1905. By the end of 1903 a great Gala Week and Trades Carnival had been held to mark recovery from the fire disaster. Construction of buildings large and small was under way. More

automobiles chugged through the streets and on April 3, 1905, the first auto trip to the beach was reported to be "a terrible journey". And on October 21, President Theodore Roosevelt visited the rapidly growing city.



## EMERGING FROM MUD, BAY STREET HUMS WITH COMMERCE AND INDUSTRY

There is a legend that Bay Street's name came from a fine old bay tree at the foot of Market. Paralleling the river, it has reflected the fortunes of the waterfront—the ups and downs of water-borne commerce.

Time was when it was a dirty, muddy thoroughfare. Lamented a local editor in January, 1883: "... Looking athwart Bay Street yesterday me thought I beheld mud. Not in little dots or specks, but mud in its splendid entirety ... all embracing, weltering, withering, porridge-resembling mud. And I sighed."

While the editor sighed, others were planning, building, acting. Bay Street was the scene of many local "firsts." It emerged from the mud in 1886 when the first wooden block paving was laid—blocks which bobbed up and down under horses' hoofs in wet weather. These blocks were replaced in 1893 by the first brick paving.

The first streetcar, horsedrawn, passed between the rows of three-storied brick buildings in 1880. On this street was the first opera house, the first market, the first jail, the first post-office.

Here are shipyards, terminals, retail stores, factories, bars, eating places. Since the beginning, it has been a busy street of commerce and industry—the great beating heart of Jacksonville.



Bay Street . . . in 1892



Bay Street . . . a few years after the fire.



In 1912, Cohen's, Furchgott's and Levy's were all on Bay Street.



# FROM A QUAGMIRE AND A DUCKPOND

Once-marshy Pine Street—Now Main—Becomes Primary Traffic Artery



After the fire, Main Street had growing pains. Massey Business College was one of first to rebuild. Rhodes went skyward in 1914. The Orpheum Theatre advertised itself as the "Coolest Spot in Town" with five big vaudeville acts.

Here is northwest corner of Main and Forsyth Streets in 1917, when the Woolworth Building was taking shape. One of the signs on the barricade advertises "Grand Patriotic Mass Meeting, Duval Theatre, Everybody Welcome." It was June 2. A world war was on.

**I**N the early days, Main Street was not a street at all. It was a quagmire, a marsh leading from a duckpond to the river. Wooden bridges were built across it at Forsyth and Bay Streets. The pond, between Duval and Church Streets, was located north of a barrier of sand dunes. When the pond was drained in 1847 it became a pasture for cattle.

The quagmire, filled in, was named Pine Street. In 1880, the waterworks were built outside the city limits at Hogan's Creek.

In the mid-Eighties a horse-drawn car line took passengers out Pine through the growing little suburb of Springfield to the turntable at Eighth.

Pine, renamed Main Street, became an important artery in the early part of this century. When the new bridge was constructed in 1940, Main Street became a part of U. S. No. 1 from Maine to Key West.







By 1915 Main Street at Forsyth was acquiring an intricate web of streetcar tracks. This major engineering project made the corner the hub of the city's transportation system. The old Rialto Theatre was on the southeast corner (above) and the 5c Savoy enticed crowds on the northeast corner (top right). Note the Metropolis Building, forerunner of the Jacksonville Journal, adjoining the Savoy (right). Farther out Main Street, two palm-lined streetcar tracks lead to Phoenix Park Amusement Center and pleasant suburbs. Waterworks Park can be seen to the left.



Here is how it looks today—  
Main Street, Jacksonville;  
Main Street, U. S. A.



## POST-FIRE BUILDING BOOM BROUGHT THESE



The Jacksonville Free Public Library was preceded by a reading room established in 1878. Funds raised at entertainments, moonlight excursions, amateur concerts, lectures and plays made the library of today possible. Ionic building (above left) was constructed in 1905. Just behind is First Presbyterian church, completed in 1902. When the present library was opened, it contained 6,600 volumes. Today there are 245,000. There are five branches—Willowbranch, Southside, two in Springfield, one in Wilder Park.

The City Hall (above right) was built in 1903 at a cost of \$74,000. By 1912 it was inadequate, and the Engineering building was constructed at Main and Orange. The City Hall occupies site of City Hall and Market building constructed in 1896, destroyed in the fire.

Duval County Courthouse (below left). Opening of this building in 1902 was marked by a great celebration, Gala Week, commemorating the first phase of city's rebuilding program. The event, repeated annually for two years, attracted thousands of visitors.

Below right, the Barnett National Bank, one of the oldest banks in Florida, was organized as the Barnett Bank in 1877. From 1888 to 1908 it was known as the National Bank of Jacksonville. Its home at Forsyth and Laura Streets, built in 1898, escaped the fire.





## The Old Order Changeth . . . But Not Hemming Park

1729192



In Boston it's The Common; in New York, Central Park; in San Francisco, Union Square. In Jacksonville it's Hemming Park, a city block of palms, oaks, shrubs and grass, refuge of checker players and pigeons, smack in the middle of the bustling business district. The block was platted as a public square back before "The War", but it was not deeded to the city until January 23, 1866. It took the prodding of a vigilant press to get the area beautified. Said an editorial blast in 1882: "Our city park is a municipal eyesore. The fence that once surrounded it has rotted down and has been carted off; the old pavilion is a trap that ere long will fall and kill someone." Five years later the city appropriated \$700 for beautifying the area. In 1898 the Confederate monument was erected. While buildings around it have come and gone, the park has remained. The towered Government building was torn down in 1940. The three houses, left center, have been torn down. (Y. W. C. A. for years occupied center house.) On the corner, the First Christian Church, burned in 1925, was replaced by modern stores. The Windsor Hotel has been razed. Except for the Tourist and Convention Bureau building, the park remains about the same.





## SKYSCRAPERS BEGIN TO DOT THE HORIZON

**A** DECADE after the fire, Jacksonville began to grow up. Way up. The skyscraper which dominates above scene is the 15-story Heard Building, now the Graham Building, for many years the tallest in Florida. On June 21, 1912 the flag was raised atop the steel superstructure. Also shown in the picture, looking west from Ocean and Forsyth, is one of the first movie houses, the Grand Theatre. It was the first motion picture theatre in the nation to have a pipe organ.

In center of the picture is the Atlantic National Bank Building, erected in 1909; also the narrow Florida National

Bank Building, completed in 1912.

Note the one-story buildings where the Palace Theatre now stands.



Hogan Street in the days when the Duval, Park and Windsor Hotels were near old postoffice. Sightseeing cars were a novelty.

Greenough  
June 1912





## TREES PLANTED...A HOTEL REBUILT...THE CHALLENGE OF A VACANT LOT

Here is a picture of downtown Jacksonville taken about 1910. The Windsor Hotel, rebuilt in distinctive Spanish Renaissance style, looks grandly on Hemming Park. Verdant young oaks begin to replace monarchs which fell during the fire. To the right is the just-completed Seminole Club. In front of it is a vacant lot where once stood the extravagantly beautiful St. James Hotel. This vacant lot was a challenge to the city's builders. They met the challenge with the St. James Building. Note the rooftops of homes and apartment houses illustrative of post-fire building (where later was erected the Federal Building). Note, too, the park's fountain and pool, home of a locally-celebrated alligator, "Big Joe."

Featured at the Arcade Theatre was "Gladys' Romance," starring Billie Burke. The Imperial bore an imaginative domed front.







## RESIDENCES OF FASHION GIVE WAY TO STYLE SHOPS

American cities are said to be pretty much alike. But Jacksonville is different. One distinction: unusual street names. Two of its principal streets Laura and Julia, were named for the daughters of Townfather Hart. Laura, once a street of fashionable residences, today is lined by shops of fashion.



1. In 1906 Laura Street's homes were rebuilt. At the Adams Street intersection the old Elks Club building is seen.

2. Looking north on Laura Street in 1912. This shows building of Fred E. Gilbert, pioneer auto dealer (now home of the Jacksonville Journal). At left is the St. James Building under construction.

3. The Y. M. C. A. and St. James buildings as they appeared in the Twenties.



## LAURA STREET TODAY IS A SHOPPER'S DELIGHT





## U. S. POSTOFFICE BECOMES MULTI-MILLION DOLLAR BUSINESS

The first postoffice in Jacksonville was established March 24, 1824. During early days it was located in a little store on Bay Street. As federal activities expanded larger and larger quarters were acquired. Today there is not only the great central postoffice, but many branches. In 1900, postal receipts totalled a mere \$86,838. Now they exceed \$3,000,000 annually.

The post-war boom of the late Sixties and Seventies boosted postal business. In the Seventies and early Eighties, the Post Office (lower right) was on the corner of Bay and Newnan.

On January 1, 1884 carrier mail service was inaugurated. In 1885, the Post Office occupied its own quarters for the first time, in the Mohawk Building.

By 1890, postal receipts were up to \$47,398. In May, 1891 the Mohawk Building was destroyed by fire. The Post Office then occupied temporary quarters until the magnificent Tennessee marble structure at Hogan and Adams (right) was completed in 1895. This was the only public building to escape the 1901 fire. Above it is the enlarged building (note tower change).

Below...Today's imposing Federal Building, bounded by Julia, Monroe, Pearl and Duval streets, houses not only the huge Post Office, but Federal Court and many Federal agencies. The local postoffice operates four classified and 13 contract stations, and a branch at NAS.







1

## HOTELS KEEP PACE, PLAY MODERN HOSTS TO MANY THOUSANDS

Jacksonville's first "hotel," built in 1821, was a small frame house, the first construction of that type in the city. It was known as Mrs. Waterman's Inn. Toward the end of the century Jacksonville had become the tourist center of the nation and had magnificent hotels. Ten were destroyed in the fire. Hotelmen, accustomed to playing host to the nation, quickly rebuilt. Today Jacksonville has 49 hotels, some among the Southeast's finest. There are 3,423 hotel rooms, 1,744 tourist court rooms.



2

3

(1) In 1908, this building, then the oldest standing house, was razed to make way for the city's first skyscraper hotel, the ten-storied Seminole, completed in 1910. The Seminole today (2) at Forsyth and Hogan Streets.

These houses (4) stood at Julia and Adams, where the George Washington Hotel (3) was erected in 1926. Next door is main district office of the Southern Bell System.

The Roosevelt Hotel (6). The "Arcade Select Rooming House" (5) was located there prior to 1925, then the modern hotel was erected.



4

5



6



## THESE INSTITUTIONS BANK ON JACKSONVILLE...AND PROFIT THEREBY

The Bank of Jacksonville opened for business in 1837 with capital of \$37,500 and resources of \$76,501. This is but a small drop in the huge bucket of today's banking business. There were

six banks here in 1901. They all carried on after the fire, but only one, the Barnett National Bank, survives today. Since the turn of the century strong new banking structures have been established. Three great Florida banking chains make their homes here. There are six commercial banks, three savings banks, and a branch of the Federal Reserve Bank.

THE BARNETT NATIONAL BANK, organized in 1877, is one of state's oldest. From 1888 to 1908, it was known as the National Bank of Jacksonville. Above, officers and personnel stand in front of early quarters in Freedmen's Bank building. Right, the Barnett building, erected in 1925 during the Boom . . . the city's tallest skyscraper.



THE FLORIDA NATIONAL BANK now owns all three of these important buildings at Laura and Forsyth. The bank occupied its white marble building in 1906. In 1919 the Florida Life Building (erected in 1911) was purchased. Later, the Bisbee Building (on the right) was acquired. Built in 1908, this was the first office building in Florida which had a reinforced concrete frame.

THE ATLANTIC NATIONAL BANK, established in 1903, was the first national bank in the state to found a savings department (1904). In 1910, from the Dyal-Upchurch Building (below left), the Atlantic moved to its own 10-story bank and office building. An annex on Adams Street was added in 1920. In 1950, the beautiful building pictured (left) was erected.

Three neighborhood banks were established in the 1940's. The American National Bank, opened in 1942 as the Southside Bank, became a national bank one year later. In late 1950, construction of a new building (below right), was begun.







Jacksonville's Skyline by Night is an Entrancing Filigree of Shimmering Lights and Lacy Silhouettes

## SPARKLING BY NIGHT... BUILDING BY DAY



Buildings put on new faces . . . capture new ideas in concrete as Jacksonville looks to the future. Left . . . 1950 remodelled Lanier Building which houses Juvenile Court. Below . . . once this ginger-bread castle was the Old Armory (before Fire, the courthouse). Buildings blossom on sites of once-fashionable residences. Distinctive additions to city's skyline . . . tall St. Johns Apartments and dignified First Christian Church.





Part V

A CITY IS AS STRONG  
AS THE MEN  
WHO WORK FOR IT...



## The Fire Department Today Is One of the Nation's Finest



Chief T. W. Haney, leader in fighting 1901 fire, in center of his men, 1908.



**F**IRE has burned a lesson deep in the heart of Jacksonville. Volunteer firemen operated during all the early years. The first organized fire department, established in 1886, was handicapped because buildings were constructed of highly-inflammable material. After the 1901 conflagration more attention was paid to fireproofing and the fire-fighting force was brought to a high degree of efficiency. In 1901 the fire department was made up of 35 men, 17 horses, 46 signal boxes and five stations. Today's force has over 300 men, as many boxes and 17 stations. The city has an outstanding National Underwriters rating.

Hose Company No. 6, in 1917.



1910, Engine Company No. 3.

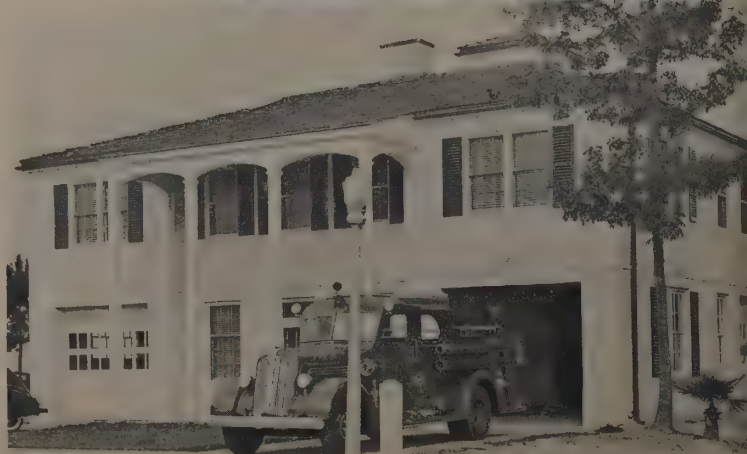
Efficient training school in fire fighting.



Fireboat in action. The city has three.



A new fire station, effectively designed to harmonize with the architecture of its neighborhood.





## New Ways, New Policies In Modernized Police Protection



Above . . . At turn of century, Police Station was located at the foot of Liberty Street. Here is a lineup of officers, complete with mustaches.

**I**N 1901, the personnel of the Police Department totalled 43. In 1904, the first motorist was pinched for exceeding the speed limit of six miles per hour, and the police tackled an expanding new responsibility.

Today the department has 364 employees. New methods of crime detection have been introduced. There is a Crime Prevention Bureau and a Police Training Academy. Divisions include Detective, Traffic, Patrol, Identification and Records. The department sponsors a Boy Scout troop and a city-wide Schoolboy Patrol.



1. Officer E. J. Lotsey operated the city's first traffic signal. He is shown in 1913, testing bell atop umbrella.

2. Pride of the department is Police Academy on Southside.

3. After the Great Fire, the Police Department moved into brick quarters at Newnan and Forsyth which they occupied until 1924, when the structure was razed to make way for the Florida Theatre Building.

4. After a brief stay in the Armory, the Police Department moved to new headquarters on Liberty Street. The City Prison Farm, substations in Riverside and Southside, and the Southside Police Academy were established later.







Main power plant built in 1912 on Tallyrand Avenue.



In 1880, the waterworks were completed on Main near First. The electric light plant was built in 1895.

The water works at right was built in 1915 to replace the original plant above. Today \$7,000,000 are at work in a rehabilitation and construction program to add two stations and five storage tanks. This will expand the daily capacity from 40,000,000 to 70,000,000 gallons.



## Municipal Ownership . . . Important Factor In City's Economy

PRIVATE enterprise is vigorous and virile in Jacksonville. Yet public projects are great, even enormous. Jacksonville has the nation's first municipally-owned electric system and the first municipally-owned radio station. It has operated municipal docks since 1912. Today, although the electric system is the third largest municipally-owned in the nation, \$15,000,000 is being spent to expand it. A \$7,000,000 water system expansion plan is under way. The management of many another city has focussed its attention on Jacksonville's municipal operations.





Left . . . New Southside generating plant, part of the \$15,000,000 expansion plan. Because of enormously increased demand during World War II, a floating power unit, the "Inductance," was acquired from the Federal Government. In 1900, there were 743 accounts. Today with over 80,000 accounts, the capacity is being increased to 167,500 kilowatts.

Architect's drawing of incinerator and addition, part of \$750,000 expansion program to improve sanitation. This program would add a third incinerator and enlarge other facilities.



Three piers make up the Municipal Docks and Terminals. Two were constructed in 1912, after being authorized by a special session of the Legislature called expressly for that purpose. The third was built in 1927. Army Engineers now are completing a 34-foot channel and a cutoff which will bring increased activity to the port. Biggest import here is green coffee. Bananas and fuel oil also are imported in large quantities.





## AIRLINES LINK CITY WITH THE WORLD



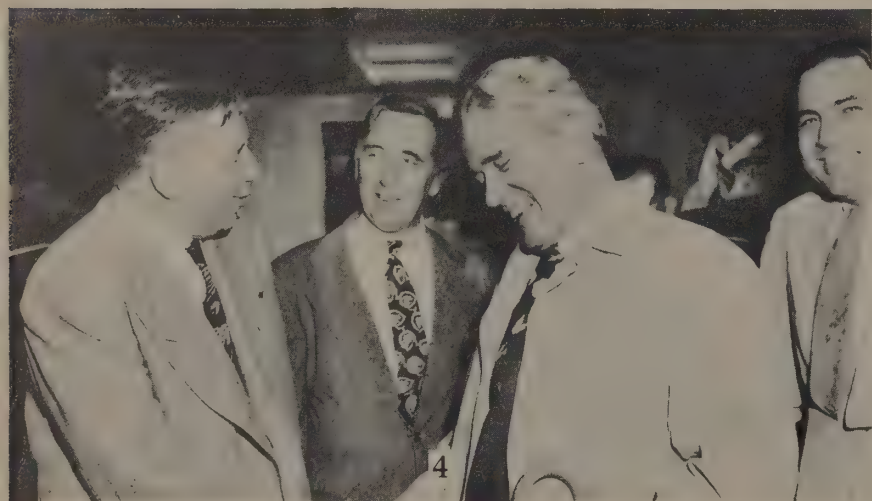
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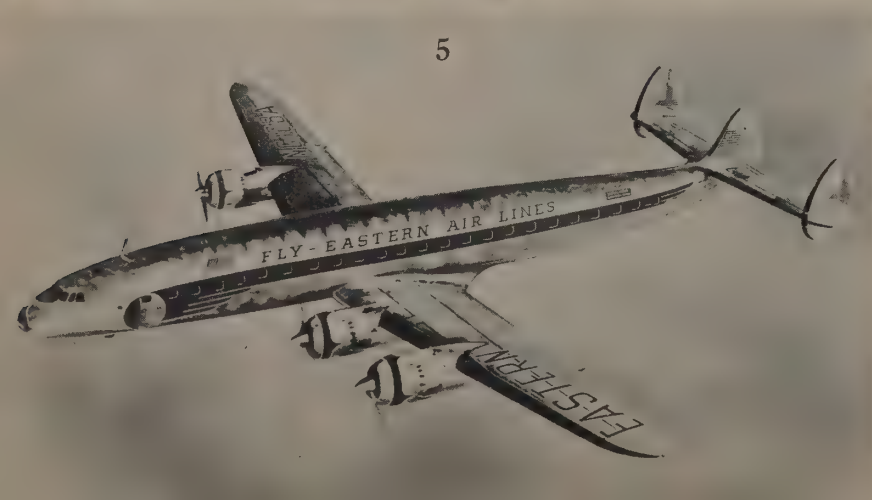
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3



4



5

On May 21, 1910, Charles K. Hamilton made the first airplane flight over Jacksonville when he, flying a Curtiss biplane, raced a Cadillac automobile. Reports Historian T. Frederick Davis: "Owing to unfavorable wind conditions, the Cadillac won."

Seventeen years later the city, spurred by Commissioner Thomas C. Imeson, invested \$90,000 to build runways and hangars on a part of the City Prison Farm tract. Trans-Atlantic Hero Charles A. Lindbergh flew to Jacksonville for the dedication in 1927. First regular north-south air service was started here in 1928 by Pitcairn Mail Company (later Eastern Air Lines). The airport has been expanded from 160 to 1,425 acres. Excellent facilities serve military and commercial planes. Eastern, National and Delta Air Lines and Southern Airways schedule 116 arrivals and departures daily, linking Jacksonville with the principal cities of the nation and with all parts of the world. Craig and Herlong airports are additional city-owned fields.

1. Municipal Airport No. 1 in 1930, only three years old.

2. Administration Building in 1950.

3. National Airliner on apron.

4. End of record flight Delta DC-6, from Santa Monica, Calif. to Jacksonville in six hours, 43 minutes on Oct. 4, 1948. This shows Delta President C. E. Woolman being greeted by future Governor Fuller Warren and Mayor C. Frank Whitehead. Transcontinental record in 1922 had been

set by Lieut. James H. Doolittle, from Neptune Beach to San Diego in 21 hours, 18 minutes.

5. Ninety-six passenger "plane of the future", planned by Eastern for Jacksonville service.

6. Inaugural flight of Eastern's "giant" Condor in 1934. Group includes many-times Mayor John T. Alsop, Commissioner Imeson, Eastern President Eddie V. Rickenbacker.



6



## HEALTH FACILITIES EXPAND STEADILY



The Duval Medical Center was known as the Duval County Hospital until June 1948. The first buildings (left), constructed in the Seventies in north-east Jacksonville, were known colloquially as the "County Poor House." The new County Hospital in its present location was dedicated in 1926. Besides sections for the care of medical and surgical diseases, there are units for treatment of tuberculosis and mental diseases. Although primarily a tax-supported institution for care of the indigent sick, provisions have been made for some pay and part-pay patients.

**A**LTHOUGH having superb scenery, a salubrious climate and a romantic history, Jacksonville has had a full measure of disease. In the Nineteenth Century, there were several serious epidemics. Most horrible was the yellow fever scourge of 1888, when 4,656 persons were stricken and 427 died. The city was isolated from the world; many fled to the country; cannon boomed in futile fury against the "microbes."

Because of the constant struggle toward cleanliness and prevention of disease, Jacksonville today has achieved a high degree of good health.

Long before the city was incorporated, Dr. James Hall came to Cow Ford in 1798. Pacemaker in health work through most of the Nineteenth Century was the remarkable Dr. A. S. Baldwin. After moving to Jacksonville in 1838, he took a vigorous interest in civic affairs, promoted such projects as the jetties and waterworks, and took the lead in sponsoring health projects. In 1895, when 85 years of age, Dr. Baldwin was elected president of the Board of Trade. Physicians who served as mayor in the early years were Dr. H. D. Holland, Dr. J. S. Murdoch and Dr. Holmes Steele.

The City Board of Health, often kicked around politically in earlier years, has become one of the nation's finest.

The Duval County Medical Society's Sellers Auditorium was erected in 1949. This is the home of the telephone exchange which maintains a 24-hour service, making medical service accessible at all times.







Until 1873 there was no place in the city where sick and destitute strangers could be cared for. Three civic-minded women that year formed the Ladies Benevolent Society, rented a two-room building and named it "St. Luke's." From this grew modern St. Luke's Hospital, for many years located in East Jacksonville. The new modern building was completed in Springfield on January 26, 1914. Above, a scene showing the old operating room in 1904, and the old building. Below, modern St. Luke's, which has 235 beds.



The Duval County Medical Society, Florida's first, formed in 1853, was reactivated with eight members in 1865 a few months after the war ended. The Society was responsible for the birth of the Florida Medical Association in 1874, which in turn caused the State Board of Health to be founded in 1889. Expansion of public service has come in recent years with founding of the Medical Auxiliary. Women of the Auxiliary support projects such as the Cancer Campaign, Tuberculosis Seal drive and the Heart Association program. They also set up a student nurses loan fund in 1950.

The first modern-type hospitals were established in the 1870's. Today the city has six. There are over 250 members in the Duval County Medical Society.

The Jacksonville Dental Society, founded in 1911, has expanded to 85 members, and has steadily increased its program of service.



St. Vincent's Hospital, old and new. Organized in 1906 by five local physicians, it was first known as DeSoto Sanatorium. The Sisters of Charity bought the Fifth and Perry Streets buildings in 1916 and renamed the hospital St. Vincent's. New imposing riverfront building was erected in 1928. There are 280 beds.





1. The State Board of Health occupies headquarters on Pearl Street at Hogan's Creek, built in 1912. Organized in 1889, the State Board emphasizes preventive medicine. It operates health centers, maintains a medical library, disseminates health education far and wide, and works through health units in almost every county in Florida.

2. Hope Haven, hospital for crippled children, was founded in 1926 with 25 beds. Moved to this new 100-bed building in 1940, Hope Haven offers schooling and recreation as well as medical treatment for its patients.

3. Opened in December, 1910, Riverside Hospital had 12 beds. Today, expanded, it is a general hospital with modern facilities.

4. Brewster Hospital, sponsored by the women of the Methodist Church and built in 1931, provides up-to-date facilities for Negroes.

5. The new \$100,000 Blood Bank, one of the state's five regional banks, has one of the few irradiation units in the nation.





## BETTER MUNICIPAL GOVERNMENT IS AIM OF CITY'S PUBLIC-SPIRITED OFFICIALS



HAYDON BURNS  
Mayor



J. DILLON KENNEDY  
Commissioner of Utilities



RALPH N. WALTER  
Commissioner of Health

Jacksonville is governed by a Mayor, a City Commission and a City Council. The Council and Commission were established in 1917, after a legislative act had abolished the Board of Bond Trustees, an executive board created in 1893.

Eight years after Jacksonville was chartered in 1832, all acts incorporating the Town were repealed; hence the community was without government during 1840. "Carpet-baggers" took over for 11 years after the War Between the States, until home people regained control in 1876.

Pictured on this page are the Mayor and the five City Commissioners, who serve as department managers.



ERNEST S. HASELDEN  
Highways Commissioner



GUY L. SIMMONS  
Finance Commissioner



EMORY H. PRICE  
Safety Commissioner





CITY COUNCIL  
September, 1950

- Joseph H. Ross  
president  
L. F. Beerbower  
Clyde C. Cannon  
Walter D. Griffin Jr.  
Gerald R. Hart  
Joseph G. Kennelly Jr.  
Cecil F. Lowe  
James C. Merrill  
W. H. Miles  
Ralph G. Nelson  
Carl Oltrogge  
James M. Peeler  
Walter C. Pilcher  
Victor R. Rooney  
Lemuel Sharp  
Claude Smith Jr.  
J. Marvin Sweat  
J. Albert Williams



William Bostwick Jr., last chairman,  
Board of Bond Trustees, 1917.

The City Council, Jacksonville's legislative body, is composed of 18 members elected from the respective wards. When the Mayor is out of town the Council president serves in his place. The City Attorney and his staff serve as legal counsel.

JACKSONVILLE'S MAYORS, 1900-1950

1900.....J. E. T. Bowden	1907.....William H. Sebring	1923.....John T. Alsop (four 4-year terms)
1901.....Duncan U. Fletcher	1909.....William S. Jordan (two terms)	1937.....George C. Blume
1903.....George M. Nolan (two terms)	1913.....Van C. Swearingen	1941.....John T. Alsop
1906.....William H. Baker (appointed on death of Mayor Nolan)	1915.....J. E. T. Bowden	1945.....C. Frank Whitehead
	1917.....John W. Martin (three terms)	1949.....Haydon Burns



## CITY CONTRIBUTES LEADERS TO STATE AND NATION



James P. Taliaferro



Napoleon B. Broward



William James Bryan



Duncan U. Fletcher

For almost a century, sons of Jacksonville have been leaders in state and national affairs. Because of the early dominance of middle and west Florida, it was not until 1873 that a son of Jacksonville was elected governor. Appropriately, that honor went to Ossian Bingley Hart, son of the city's founder. Governor Hart was born in Cow Ford on January 17, 1821, before Jacksonville was founded. Elected on the Republican ticket as tenth governor of Florida in 1873, he died the following year. Francis Philip Fleming, born in Panama Park (now part of Jacksonville) in 1841, served as Florida's 15th governor (1889-93). He was succeeded by another Jacksonville attorney, Henry Lawrence Mitchell (1893-97), who attracted worldwide attention by prosecuting the participants of the Corbett-Mitchell prize fight. The 19th governor (1905-09) was Napoleon Bonaparte Broward, St. Johns River pilot and successful businessman. Florida's era of good roads began during the administration of 24th Governor John Wellborn Martin, 1925-29, thrice-mayor of Jacksonville. Thirtieth governor, Fuller Warren, elected in 1948, is also a Jacksonville attorney. Governor Warren powered the drive for Jacksonville's \$42,000,000 super-highway project.

Jacksonville residents who have served as U. S. Senators include James P. Taliaferro, elected by the legislature in 1899; William James Bryan, appointed in 1908; his brother, Nathan P. Bryan, who went to the Senate in 1911; and Scott Loftin, who served in the 74th Congress. Longest Florida senatorial career by far was that of Duncan Upshaw Fletcher, mayor of Jacksonville from 1901 to 1903, who served from 1909 to 1936.



Nathan P. Bryan



John W. Martin



Scott M. Loftin



Fuller Warren

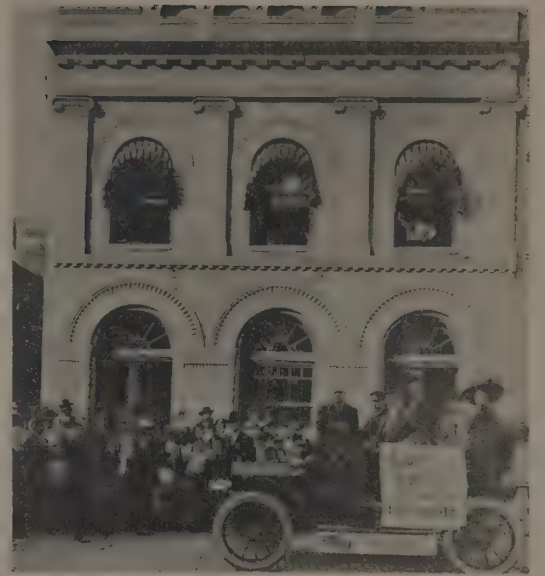


# PRESS, RADIO KEEP CITIZENS WELL-INFORMED

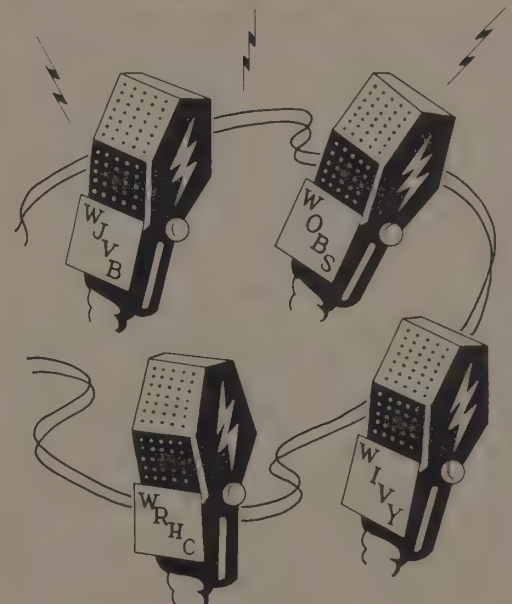
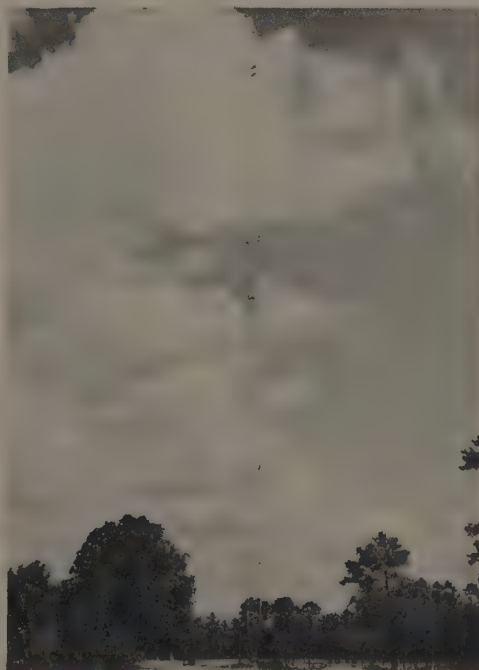
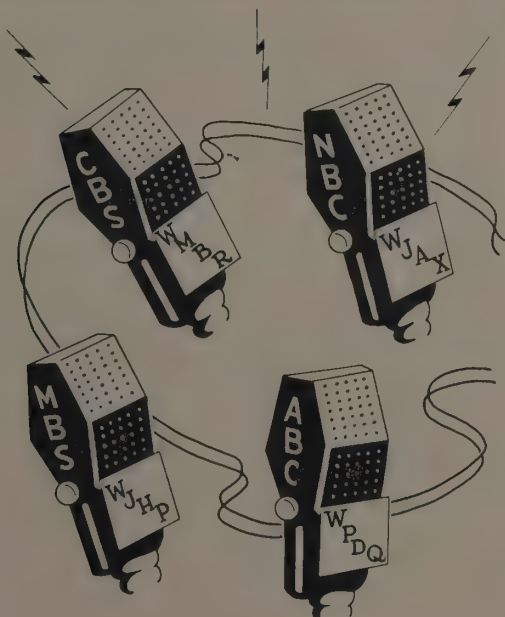


The Jacksonville area is served by two daily newspapers, a wide assortment of weeklies, eight radio stations and a television station.

In 1864 a weekly news sheet called the Florida Union was published by John K. Stickney. Through a long line of mergers, including The Daily Times in 1883, this has become today's Florida Times-Union, a morning daily. The latest merger was in 1897 when the Times-Union and its political rival became the Times-Union and Citizen. Published in the Astor Building at Bay and Hogan in 1900, the paper moved to its present Adams and Pearl Streets location in January 1911.



The Jacksonville Journal was founded in 1887 as the Florida Metropolis by W. R. Carter and R. A. Russell. It was published in a small walk-up office on Laura Street. After the paper was moved to East Forsyth Street, it passed through several hands before being acquired by John H. Perry in 1922; it was re-named the Jacksonville Journal. In 1926 the plant was moved to Church and Laura streets.



Jacksonville's first radio station, WDAL, was established in 1921 by the Florida Times-Union. That was in the days of crystal sets. WDAL bowed out in 1925. The second station, WCAN, went on the air in 1922, expired in two years. On Thanksgiving Day, 1925, the nation's first municipal radio station, WJAX, began broadcasting. It is an NBC affiliate. More and more power came to Jacksonville—WMBR with CBS, WJHP with Mutual, WPDQ with ABC. Local stations include WJVB at the Beaches, WOBS, WIVY and WRHC. Television came to town on October 16, 1949, via WMBR-TV.





View of Park Lane Apartments



Part VI

A CITY OF HOMES  
... OF STORES  
... AND INDUSTRIES





Since early days Jacksonville homes have radiated hospitality. One of the most gracious examples (above left) is the pre-fire home of F. G. Tibbitts, built in the "wilderness" at Laura and Beaver Streets in 1870. The house (above right), one of the first homes rebuilt after the fire, became one of the city's leading boarding houses.



The Springfield home (left) of W. B. Barnett, founder of the Barnett National Bank. It was built soon after the fire.

Below left is the Riverside home of Captain C. E. Garner, for many years president of the Board of Trade. Located at the corner of Riverside and Gilmore, it was the home of the Jacksonville Junior College from 1944 to 1950. It will be razed to make way for the new superhighway.

Below right, home of Dr. Neal Mitchell, at Julia and Forsyth Streets, for many years a landmark.





## EARLY JACKSONVILLE HOMES SHOWED TRADITIONAL ELEGANCE OF ANTE-BELLUM DAYS

**G**HOSTS of bygone days would have felt very much at ease in the residences citizens built after the fire, replicas of their ancestors' ante-bellum homes. Typical is the residence of Dr. J. H. Durkee, built at the northwest corner of Ocean and Monroe Streets. These pictures are illustrative of a fine way of life in Jacksonville during the early years of the Twentieth century.

Intimate glimpses into the home of a family:  
Entrance hall at right, complete with statu-  
ary. Next, the parlor; below that, the dining  
room with its fashionable yet homey touches.  
Bottom, the family in a quiet evening at  
home.











## Architects Today Build Homes That Are Florida's Own In New Style and Beauty

From apartments to mansions, Jacksonville has individualized its homes. Today they are examples of the best in comfortable living.

1. Avondale was subdivided in 1921. These lovely, dignified homes show why it has become one of the city's most charming sections.

2. A new subdivision in Ortega is of historical importance because it is built upon the last site of the old Florida Country Club.

3. This unique apartment project, Mayfair Village, has just been completed on the Southside, an example of builders' emphasis on individuality.

4. Durkeeville, low cost, attractive apartment village for Negroes, was begun in 1936. It was the city's first housing project.

5. Southside began to blossom in 1939. This fine home is in Villa Alexandria.

6. They are small but attractive and comfortable. Many homes like these have been built for ex-GI's.





Goodwill Tour of 1922, sponsored by the Jacksonville Chamber of Commerce, carried city's story throughout Florida.



Army Engineers are continuing river channel improvements with cut-off from Fulton to Dame's Point. This is type of project promoted by Chamber of Commerce.



In design stage is Navy Aircraft carrier basin at Mayport. It will cost \$5,000,000 or more.



# THE CHAMBER OF COMMERCE...BUSY MEN WORK TOGETHER TO BUILD A BUSY CITY

**A**S early as 1856 there is record of business men banding together to promote projects for the community good. Today's Jacksonville Chamber of Commerce is the outgrowth of the Board of Trade, organized by 20 civic leaders February 18, 1884. The story of the Chamber of Commerce is the story of civic progress . . . . Improved mail and transportation facilities . . . . Special attention to river and harbor improvements . . . . emphasis on industrial development . . . . encouragement of established businesses . . . . support for worthwhile legislation. The Board of Trade was incorporated as the Jacksonville Chamber of Commerce in 1915. The Junior Chamber of Commerce, organized in 1922, added youthful zip to go-getting enterprise.

Headquarters of many statewide organizations are located in Jacksonville—the State Chamber of Commerce, State Board of Health, Associated Industries, Florida Hotel Association, Florida Trucking Association, Florida Medical Association, Florida Chain Store Council and others.

The Jacksonville Traffic Bureau, handling rate and traffic problems, is constantly on the alert to protect the city from rate discrimination, and to assure best possible service. Its Port Solicitation department has done much to develop water-borne traffic.

Established in November, 1936, Jacksonville's Tourist and Convention Bureau has helped bring thousands of visitors here, individually and for conventions. It handles all tourist and convention inquiries made to the Chamber of Commerce.

The Jaycees, made up of men aged 18 to 35, have an imposing record of civic achievement. They sponsor the annual \$10,000 Open Golf Tournament which gets nationwide attention. They stimulate interest in government and civic affairs (photo at right).



Old Board of Trade Building.



Tourist and Convention Bureau.







In 1890, first train crossed the river on single-tracked bridge. This shows construction of double-tracked bridge in 1926.



The first highway span, opened in 1921, is now named for the late St. Elmo W. Acosta.



In 1941, Main Street bridge was dedicated. This shows first traffic across the span.



## FROM THE CLOP-CLOP OF THE HORSE ... TO THE WHOOSH OF THE JET

During the placid days of early 1901, when Jacksonville had an area of  $10\frac{1}{4}$  square miles, horses clopped down cypress-block streets. People got around in buggies, on bicycles, and on horse-drawn street cars. A few daring souls were experimenting with the horseless carriage, for the first factory-made automobile had arrived in town a year before. People crossed the river on ferries. The city expanded steadily. More people wanted to get more places faster. The municipalities of La Villa and Fairfield had become part of Jacksonville in 1887. Murray Hill was added in 1923, Panama Park, North Shore and Ortega in 1925, South Jacksonville in 1932. Today the city covers approximately 40 square miles. Horses have been replaced by automobiles—95,564 were registered in Duval county in 1950. Instead of street cars there are busses. Streamliners have replaced wood-burners. And overhead the whoosh of jet planes is heard daily.



Horse and buggy days of 1900.



The first electric street car, 1893.



The last street car ran in December, 1936.



# FROM SANDY LANES TO SUPER-HIGHWAYS

The first paving project, a plank road intended to reach Alligator (Lake City) was under construction in 1853. Never completed, it remained for many years the only paving. Cypress blocks laid on Bay Street in 1886 were replaced by brick in 1893. Jacksonville now has thoroughfares of asphalt and concrete—900 miles of paved streets. Being developed is a vast system of super-highways including overpasses, underpasses, cloverleaves, new bridges.



FLORIDA MOTOR LINES  
DELUXE BUS 1924



1. Constructed in 1910, Atlantic Boulevard, the first paved highway in the Southeast, stimulated demand for good roads.

2. Recently completed new Beach Boulevard is a multi-lane expressway which cost \$3,525,675.

3. Scenic coastal Highway 105 linking Fernandina, Fort George and Heckscher Drive, feeds new ferry to Mayport.

4. No traffic problem here. Riverside Avenue near Margaret Street in 1901.

5. "Deluxe bus" in 1924 for inter-city travel.

6. Today sleek interurban busses carry 6,000 passengers daily.

7. Trucking has become a major industry.





# RAILROADS BRING PEOPLE and COMMERCE

The railroads brought the nation to Florida and made Jacksonville a throbbing center of industry, commerce and travel. First railroad here, the Florida, Atlantic & Gulf Central, extending west to Lake City, was completed in 1860. By 1888, Southern railroads had changed their track widths from broad to standard gauge, thus facilitating service to the city. Railroad Pioneers Henry B. Plant and Henry M. Flagler helped make Jacksonville the hub of the Southeast's rail lines. Major yards and repair shops are located here. There are 102 scheduled arrivals and departures of passenger trains daily.



1. The Old Union Passenger Station at Jacksonville.
2. In the 1890's, railroad companies jointly built a handsome brick station. This was replaced by the present imposing terminal in 1919.
3. This Plant System (later the Atlantic Coast Line) woodburning engine, one of the mechanical giants of the late Nineteenth century, roars south from Jacksonville.
4. Today's diesel-drawn streamliners offer speed, luxury and safety. First streamliner reached Jacksonville in 1939.
5. Repair shops and overhaul facilities for diesel locomotives are a reason for Jacksonville's dominant position as a railroad center.
6. The nation's largest Railway Express terminal under one roof, with four miles of rail line, can accommodate 107 express cars at one time.
7. Ultra-modern streamliner brings visitors from snowy North to Florida sunshine.





# BUSY PORT OF JACKSONVILLE



Side wheelers and sailing vessels line the harbor before 1900.

Ferry service has been a part of Jacksonville life since earliest days. A ferry was operating across the St. Johns at Cow Ford, probably as a part of King's Road from St. Augustine, as early as 1774. On weekends and holidays, before the highway bridge was built in 1921, hundreds of beachbound autos lined up for blocks to use the ferry. Photo, right, shows the ferry boat "South Jacksonville" and the Ocklawaha river boat, "Osceola."

Freighter loads some of South's famous cotton. Ships sail from Jacksonville to all major ports of the world.



Today's waterfront is lined with excellent ship repair services, providing employment and added revenue.



The bounty of river and ocean is brought to Jacksonville by commercial fishermen.





# SERVES SHIPS OF SEVEN SEAS

The first steamer to ply the St. Johns was the "George Washington" in 1830. On October 29, 1831, Captain Charles Willey, master of a schooner, reported loading this cargo near Jacksonville: "... we ar takins in oranges 85,000 on Fright \$3.50 pir thoussen, and about 80,000 oranges on our own Account & 5,700 Lammons cost from 75 to 87½ cents pir 100." The incoming cargo from New England: "Flour for \$7 Mackerel for \$3.50 pir half bbls, New Rums and Gin at 50 cents Potatoes at \$2 & onions \$2.75 pir bls do Pork \$17."

Since those days the city has become an increasingly important port. Today it is rated among the first 50 of the world. Fifteen steamship lines provide worldwide service. Harbor development was agitated as early as 1852. The United States government has spent \$26,640,000 to construct jetties and to improve the river channel. Army Engineers are now widening, straightening and deepening the channel to 34 feet. The channel at Mayport will be 42 feet.



1. Industry boomed beginning in the Nineties. Here is a part of the vast Cummer Lumber Company just after the turn of the century. From here was shipped great quantities of lumber and phosphate.

2. Note the variety of cargo on this ship loading for Puerto Rico.

3. Lumber on its way to world markets.

4. Having conceived a plan for deepening the channel at the Bar, Dr. A. S. Baldwin obtained \$10,000 in Federal funds for that purpose in 1852. In 1881 Congress began appropriating substantial sums. The jetties and Bar improvements were completed in 1921 at a cost of \$11,000,000.



## MANAGEMENT AND LABOR WORKING TOGETHER

### HAVE BROUGHT SOUND ECONOMICS

There are 12,500 licensed businesses in Duval county. And there are 138,550 persons in the labor force. Relations between management and labor are rated exceptionally good. Through the years, serious strikes have been few. Leaders of organized labor are fully conscious of their responsibilities to the community and to their members. Most serious strike in local history was in 1912, when street railway system workers walked out, and rioting and violence resulted.

While Jacksonville has substantial manufacturing operations, its chief importance is as a distributing center. Great oil companies having huge storage facilities distribute to wide area.

Typical of the vast lumber industry which has helped the city grow is this yard — established over 70 years ago. First a conventional sawmill and lumber operations company, today it specializes in treated forest products.

Naval stores from the vast forests of Florida and south Georgia helped build the city.

Automobiles are big business. There are dozens of dealers here, one of whom has the oldest franchise for Cadillacs in the U. S. A.



Today the greatest number of workers—25,500—are engaged in wholesale and retail trades. Next biggest job-maker is manufacturing—17,100. And there are 16,950 persons employed in transportation and communications. Ninety-six percent of the population is native born. Those who have come from many lands abroad in recent years have taken an ardent interest in building the community, serving the country.



## CITY BECOMES SHOPPING CENTER FOR WIDE AREA

Jacksonville is the shopping center for people who live as far as 150 miles away. Huge department stores, branches of the nation's great chains, exclusive stores and attractive specialty shops constitute a shopper's mecca. Since World War II, stores have modernized interiors, refurbished fronts and stocked up with useful and up-to-date merchandise.



Pioneer in merchandising, Cohen Brothers, one of the Southeast's largest department stores, was founded in 1867 to sell laces, fine fabrics and curtains. Today the store occupies most of the four-story St. James Building which covers an entire block.



Kohn Furchgott and Company opened at Main and Bay Streets in 1868. After several expansions, Furchgott's was moved in 1941 to the present central location where it is housed in a scientifically designed five-story building.



H. and W. B. Drew Company is believed to be Jacksonville's oldest existing business. Founded in 1855 as the Columbus Drew Stationery and Printing Company, the firm is still owned by members of the Drew family.





## INDUSTRY . . . . .

### Means Payrolls, Jobs

There are small industries employing only a few persons. There are great ones employing hundreds, with huge payrolls. In the city are 300 firms employing over 25 persons each.

Small and large, these industries add up to big business—wholesale, retail, manufacturing. Here are shown just a few of the industries which help to account for the city's annual payroll of almost \$400,000,000.

Above, huge pulp mill of National Container Corporation has big payroll, is one of three biggest industries. Above, also, is Jno. H. Swisher and Son's plant, largest cigar factory in the world under one roof (it is two blocks long).

Left . . . Sleek cows which have helped boost dairy industry to over \$3,000,000 annual gross. Dairying was on small scale in Duval county in 1900, production of milk was about 1,000 gallons a day, none of which was pasteurized. Today's volume is 25,000 gallons a day, all pasteurized. In 1949 a Duval-raised cow sold for \$10,000, record for a Florida cow.

Left and below are a big fertilizer plant, a chemical plant and a big coffee company.







## INSURANCE . . . .

### Means Future Strength

In 1900, life insurance was an almost negligible factor in Jacksonville business. There was only one home office here. Only 37 persons were employed, payrolls totalled \$39,044 annually, and business in force amounted to about \$100,000. Today the home offices of seven companies (shown on this page) are in Jacksonville, 30 other companies have offices here. The industry employs 5,480 persons, payrolls and expenses are almost \$30,000,000 a year, business in force tops one and a half billion dollars, and premium income is \$75,564,011. Insurance—of all types—has become Big Business.



AN IMPORTANT INDUSTRIAL AREA





# JACKSONVILLE

BLACK POINT . . .  
IN WORLD WAR I  
KEY BASE FOR ARMY



Thousands of troops were trained at Camp Johnston during World War I—as many as 27,000 at one time.

**S**TRATEGIC location has brought business and industry to Jacksonville. It has also made this an important military center. This importance is emphasized in time of war. Thus, when the Seminole War broke out in December, 1835, Jacksonville became the jumping-off point for troops bound for the forward area near Fort King (now Ocala). And here was a supply depot. In the War Between the States, opposing armies struggled to control port facilities and the railroad. In the war against Spain, this was a huge training ground. And in World War I, quartermaster troops were trained at Camp Joseph E. Johnston on Black Point, which had been established in 1909 as a Florida National Guard camp. Here the nation's second largest rifle range was located. After World War I, the National Guard took over again, named it Camp J. Clifford R. Foster. When not in use, the camp was a lovely picnic ground.

In World War II Black Point was converted into one of the greatest military air installations in the nation—the Naval Air Station, Jacksonville, commissioned in October, 1940.

Setting up exercises in World War I.



Victory comes on November 11, 1918. City went wild with joy.



After victory, the National Guard takes over. Camp Johnston becomes Camp Clifford R. Foster.



Memorial Roll of World War I. There were 157 men who died.



# IS STRATEGIC CENTER FOR ARMED FORCES

... IN WORLD WAR II  
SITE OF HUGE  
NAVAL AIR STATION



BLACK POINT TODAY . . . Official U. S. Navy Photograph

Naval Air Station Jacksonville takes shape in 1940. Here, concrete foundation for a functional building. Official U. S. Navy Photograph.



A takeoff at Naval Air Station. This plane, an R5D transport, which took part in "Operations Vittles" to Berlin, was in movie "Big Lift." Official U. S. Navy Photograph



Colorful change of command ceremonies are traditional with the Navy. Official U. S. Navy Photograph

The Navy's Hepburn board in 1938 made an exhaustive survey of potential sites for air bases in the Southeast, as a world girded for war. Pinpointed as the most strategic spot—Jacksonville. And the site selected—Black Point. Sailors of the air began to pour in by the thousands. At the peak, there were 42,000 Navy personnel and 11,000 civilians working at NAS. Current payroll is at the rate of \$32,000,000 a year. Many of the men and women stationed there have become goodwill ambassadors for the city they learned to like so well.



On May 20, 1950, the Navy, Army, Air Force, Coast Guard and Marines march together in the first unified Armed Forces Day parade. Official U. S. Navy Photograph



# THROUGH THE YEARS CITIZENS PRAY FOR PEACE ....PREPARE FOR WAR

Determined to be prepared, patriotic citizens have followed the traditions of their grandfathers, who prayed for peace, but kept their powder dry. Organized preparedness began in 1835 just prior to the Seminole War when the Fourth Regiment of Florida Militia, commanded by Col. John Warren, was formed. The Jacksonville Light Infantry was organized in 1859. Other local units and year formed: Duval County Mounted Volunteer Guard; St. Johns Grays, 1861; Duval County Cow Boys, 1862; Metropolitan Light Infantry, 1883; Metropolitan Grays, 1905; Jacksonville Blues, 1913; and several Florida National Guard units.

Top . . . Duval County Armory, opened in 1916, is headquarters for Florida National Guard units.

Top center . . . Members of the U. S. Army's 108th Airborne Division Reserves prepare for their first local parachute jump, Easter, 1950.

Lower left . . . The Jacksonville Military Sub-District of the Army has this armory at NAS.

Left . . . Reservists train in Naval Reserve Armory on the Southside.

Below . . . NARTU Jax, or Naval Air Reserve Training Unit, Jacksonville. Members are known as "Weekend Warriors."







## IN TIME OF CRISIS AND WAR...CIVILIANS DO THEIR SHARE

When the boys go off to war, there's plenty to be done on the home front—and sacrifices to be made. When disaster strikes near or far, help is sent.

After the Great Fire, the Women's Relief Organization and the State Militia helped bring order from chaos. Cities over the nation sent aid here. When disaster strikes other areas, Jacksonville is quick to respond.

During wartime, civilians individually and in organizations do their share—they knit, buy bonds, do without tires and aluminum, conserve fuel.

1. More than 100 vessels were constructed at the four local shipyards during World War II. The Navy "E" was awarded. Here, another vessel hits water.

2. In 1917-18, women met to knit sweaters, wristlets and socks.

3. Boy Scouts were among many groups who took part in all-out drive for scrap aluminum in World War II.

4. Hundreds of volunteers give many hours of service to the American Red Cross, in war and peace.







Surrounded by orange groves and giant oaks, Stowe Lodge at Mandarin, once home of Harriet Beecher Stowe, overlooks river.



One of the world's largest live oaks, located at Keystone Church Home for Children, once was the subject of a poem by Sidney Lanier.



Oriental Gardens . . . artistically landscaped beauty spot of azaleas and hydrangeas in verdant woodland.



National monument is planned for St. Johns Bluff area, overlooking spot where Fort Caroline was built in 1564.



Historic Fort George Island at the mouth of the St. Johns. Tabby houses, built of crushed sea shells, stand among old trees, gnarled by wind and silvered with moss.



Peaceful winding streams and rivers bring quiet beauty for spiritual inspiration.



Part VII

MORE LEISURE, MORE PLAY  
...A BETTER WAY OF LIVING



# NEARBY, ONE OF THE WORLD'S MOST BEAUTIFUL BEACHES



AS early as 1513 Europeans had seen the nearby beaches, for Ponce de Leon sailed close by the broad expanses of shining sand. French explorers wandered over the hard surface some 50 years later, but modern history begins with the development of "Ruby Beach," later named "Pablo." A few miles south of Mayport, Burnside Beach was popular for a while.

Pablo Beach has been a mecca for vacationers since 1884 when it was founded as a resort. The narrow gauge Jacksonville & Atlantic railroad was completed that year.

Hotels were built as first one section, then another became popular. But the year-round population of the Beaches was only a few hundred in 1910, when Atlantic Boulevard was completed. In 1925 Atlantic Beach was incorporated, and Pablo was incorporated as Jacksonville Beach. Neptune Beach became a town in 1931. Ponte Vedra, where a golf course was built in 1928, was developed in 1934. The 1950 population of the incorporated Beach towns was 9,539.

The beach area having become an expanding part of metropolitan Jacksonville, is growing rapidly as a winter and summer resort.

Gay times at the Beaches in the early 1900's, when Jacksonville citizens gathered shells (top); went fishing (next picture); and picnicked near site of today's Lifesaving Station (left).



Left . . . The Continental Hotel at Atlantic Beach, which opened on June 1, 1901, was destroyed by fire in 1919. The Atlantic Beach Hotel is now adjacent to the site.



Right, recreational and commercial fishermen spend their time profitably at the beaches.



Familiar sights . . . The roller coaster with its fearsome, thrill-packed rides, was demolished in 1950 for future building. At the right, beauties who seem lovelier each year pay homage to sun and surf.



Jacksonville Beach today.





## "You Ought to be in Pictures" Meant Just That in 1907



Klutho's Springfield studios were covered with a canvas shade that opened to take advantage of sunny days.



The interior of the studios was a maze of wires, lights and set pieces that pioneered modern studio equipment.

The Winter film capital of the world . . . that was Jacksonville beginning in 1907 when the nation's leading producing companies took advantage of the warm, cloudless days to make movies that ranged from wild west heroics to deeply religious dramatic hits. Kalem came first, in 1907, and was followed by such well-known companies as Selig, Gaumont, Vitagraph, Eagle, Essanay, Edison and Biograph. H. J. Klutho, Jacksonville architect, built the last of the studios in 1916. After that, California made such attractive offers to the industry that Hollywood soon replaced Jacksonville in the glitter and glamor field.



Southside's old Park Theatre, in the Dixieland Park development, was used by major studios during Jacksonville's film-making days.

In 1950 movie-making returned to Jacksonville when Universal-International filmed "Under the Gun." Many local actors were used.



Kalem's Fairfield studios, first in Jacksonville, were located on the river near Talleyrand Avenue. Shown are scenes from pictures made in Jacksonville. One features stage set—the other, natural scenery.





## Motion Picture Theatres Have Become Show Places Since 1900



Crowds came to the Grand Theatre in 1915 to see the latest Mack Sennett comedy.

Movies became "talkies" in late 1927. Jacksonville theatres were among the first in the nation to convert.



**F**LICKERS, fast action and fun—all for a five-cent piece. That was the offer of early motion picture houses. Although the city's first movie had been shown in 1896, the first motion picture theatre was not opened until 1906. This was the Novelty Theatre, 145 Bridge (Broad) Street. The 1908 City Directory listed for the first time a classification of "Moving Picture Theatres." The Novelty had disappeared, but six were listed. By 1911 there were eight theatres, including the first two to operate for years, the Grand and the Savoy. In those early years there was the classic serial, "Perils of Pauline," and the stars included "Alkali Ike" and "Bronco Billy." By 1917 came the epic "Birth of a Nation," and a decade later "King of Kings." In late 1927 came sound and "The Jazz Singer." Theatres grew up with the industry, and today there are 22 motion picture houses, six drive-in theatres in the Jacksonville area. A stock company, the Little Theatre and road shows bring legitimate drama.

The Florida Theatre building was constructed on the corner of Newnan and Forsyth Streets in 1924. The police station once stood here.



Two of the newest theatres are shown below. The Normandy Outdoor, one of six popular drive-in theatres, has twin screens and twin facilities throughout. The Edgewood is a neighborhood theatre, beautifully appointed and of modern design.







River Oaks Park



## PARKS PROVIDE BEAUTY AND RECREATION

**I**N 1900 Jacksonville had three public parks—Hemming, Springfield and Riverside. While amusement parks have come and gone, the public park system has grown steadily. Today 184 serve all sections of the city.

As early as 1893, Riverside Park was being cleared to become one of the city's loveliest. A fence was necessary in those days to keep out roaming cattle.

The Ostrich Farm in Phoenix Park was a top tourist attraction in "the good old days." Phoenix Park was opened in 1901. Its name symbolizes Jacksonville's rise from the ashes.

Confederate Park, developed in 1907, is one of three contiguous parks along Hogan's Creek. First called Dignan, the name was changed to Confederate when the nation's only monument to Women of the Confederacy was erected there in 1915.

Waterworks Park, linking Confederate and Springfield Parks, was one of the most popular strolling grounds during early years of the century. Lower right.

Dixieland Park, the result of an ambitious effort to provide an all-around amusement center, was opened in 1907. Located on the riverfront in South Jacksonville, the park thrived for several years. Many Jacksonville people fondly remember Dixieland and the ferry boat ride home.





## 184 PARKS TODAY COVER 1,100 ACRES



Quiet and lovely Confederate Park today is a haven surrounded by busy thoroughfares (left).

"Miss Chic" is a favorite at the 41-acre Municipal Zoo on Trout river. The Zoo was established in Springfield Park in 1914 with one red deer donated on May 13 by John F. May. By the end of the year, Zoo included: 2 deer, 8 racoon, 2 wildcats, 4 alligators, 5 monkeys, 1 guinea pig, 14 rabbits, 3 squirrel, 2 opossums, 2 wolves, 1 ferret, 1 crow, 2 chicken hawks, 1 parrot, 3 fox, 12 white rats, 9 chickens, 2 owls, 2 canary birds, and 12 pigeons. After strenuous protests from the neighborhood, the Zoo was moved to the Trout river location and greatly expanded.



Monument to the Florida dead of World War I dominates beautiful Memorial Park. It was dedicated in 1924.

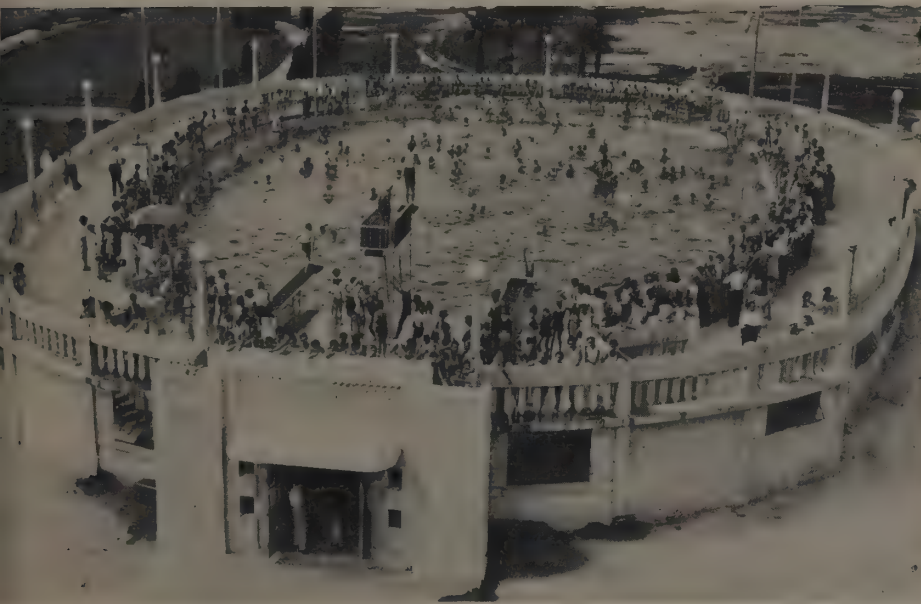


Riverside Park, studded with live oaks, preserves its natural beauty.





1907 scene at newly-opened Dignan (Confederate) Park, city's first playground.



One of three municipal pools, a favorite spot for swimming meets and instruction. Newest pool is for Negroes.



Typical scene on one of the smaller playgrounds.

ORGANIZED recreation—a summer playground—began in Jacksonville in 1907, a year after President Theodore Roosevelt's conference on recreation. This city was one of the first in the nation to translate the idea into action.

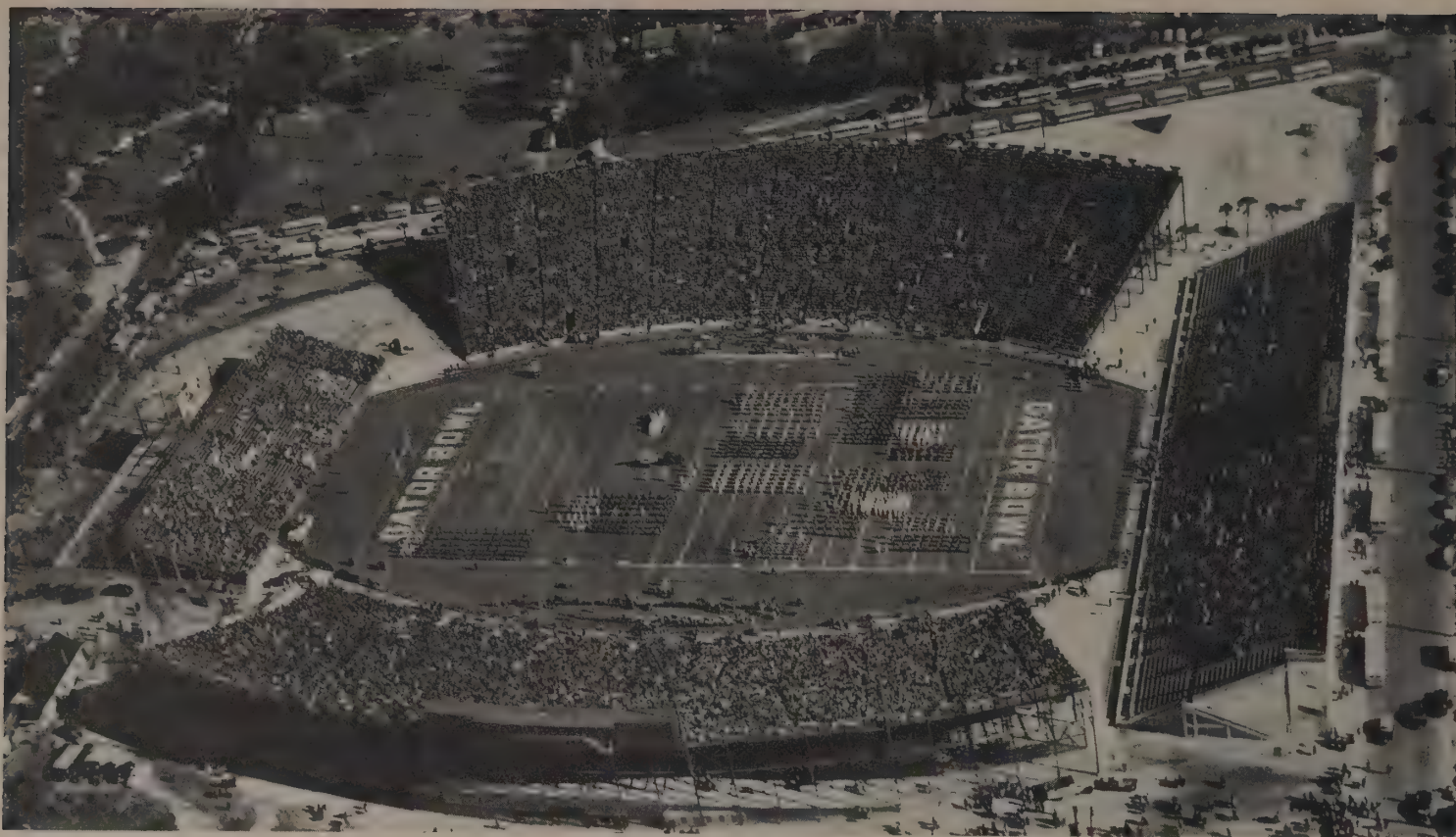
In 1925 the Playground and Recreation Board was created by a special election, and a recreation tax was levied. Since then the program has expanded to provide recreation for everyone regardless of age or race. The Municipal Stadium (Gator Bowl) was enlarged under the Board's auspices. Other facilities include play courts, lighting systems, swimming pools. Activities include dramatics, music and handicrafts. The department helps stage public festivities and celebrations.

During World War II activity was accelerated to provide for military personnel as well as civilians. There was further expansion after the war. In 1949 the department recorded 2,000,000 contacts. A trained staff keeps the program in operation 365 days a year, helping prove that play with work makes better citizens.



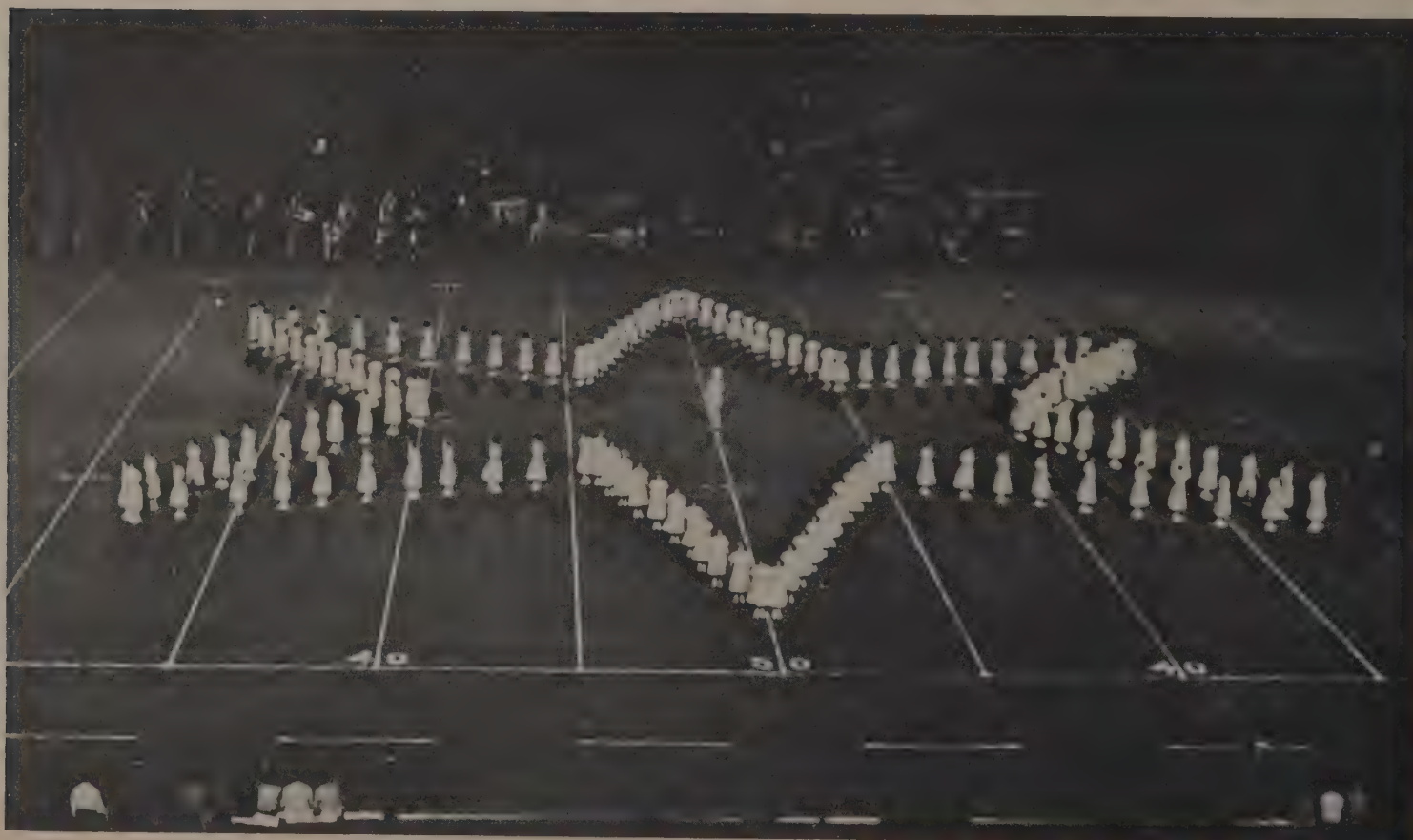
Quiet time for wide-eyed youngsters as they listen to a story.





Gator Bowl, enlarged in 1948, seats 36,058. Here each New Year's Day a razzle-dazzle football classic receives national attention. Here annually is Fall's frenzied football climax, the Georgia-Florida game. Here, too, high school elevens clash, bands and drill teams perform and festivities are staged.

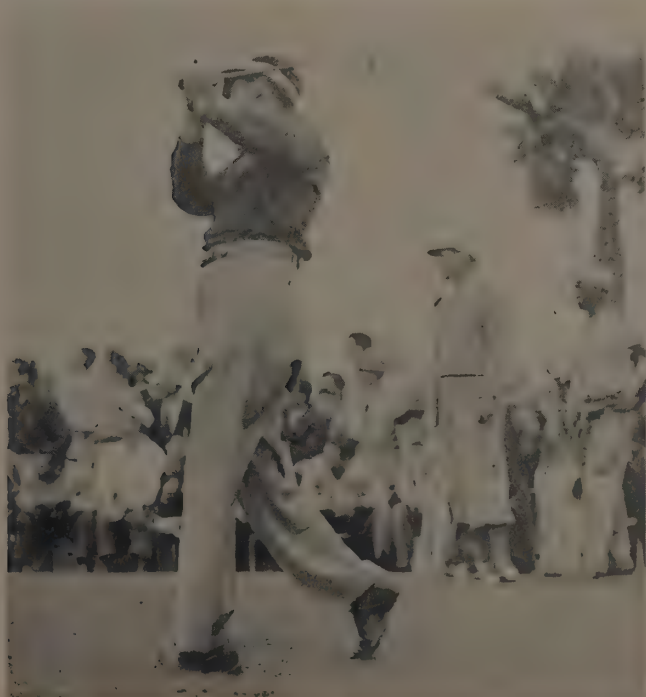
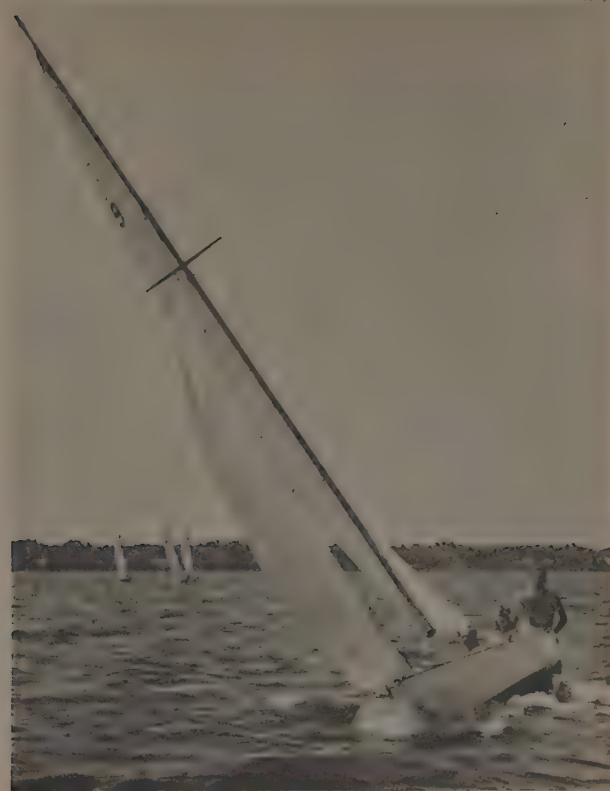
Below . . . Bands and drill teams have become an important, colorful part of high school activity. They perform in parades and at athletic contests. This shows a crack student performance at the Gator Bowl.





## BETTER WORKING HOURS HAVE LEFT TIME FOR OUTSIDE INTERESTS

As the eight-hour day, five-day week schedule has become more widely followed, leisure hours have been filled with wider interests that enrich life.





## A CITY SINGS, DANCES, CREATES



Above . . . Jacksonville's Little Theatre, organized in 1920 as a branch of Community Service and rated as one of the best dramatic groups of its kind in the nation, has owned its building since 1938. With more than 2700 members, the Little Theatre offers six major productions yearly, workshop nights, and the nation's only Summer Theatre classes for children, teen-agers and adults.

Typical of the many vocal choruses is the Serge Borowsky group, which produced one of the few local attempts at grand opera, "Eugen Onegin" by Tschaikovsky, at the Palace Theatre in 1937.



Boys Band on steps of City Hall in 1914 under the proud eyes of Organizer-Manager P. M. Ulsch. Members later became leaders in civic and music life.



Oldest existing musical organization in the city is the Berry Municipal Band, organized in 1915. Berry band concerts, a daily Winter treat until 1927, have been heard frequently since. Above, band at old Ocala band stand during 1922 All-Florida Tour.



Many influences have altered the pattern of culture . . . motion pictures, radio, free libraries, increased travel. But perhaps the greatest influence—outside of the church—has been increasing attention to the arts in schools.



The Jacksonville Symphony Orchestra was organized in 1949 with Van Lier Lanning as music director. Off to a signally successful start, it won high critical praise. Concerts for adults, youths and children are part of the program to bring the finest in symphonic music to the city.



The Jacksonville Junior Symphony, in its fourth season, is the only civic orchestra of young people in the South, and is one of the most important projects of the Friday Musicale (the state's oldest musical club). Shown here is a portion of the 55-piece orchestra, conducted by Henry Cornely Jr.

Since 1929 the Civic Music Association has brought foremost artists and orchestras to Jacksonville each Winter.



Jacksonville has outstanding facilities for training young people in the art of classic dance forms.



An outgrowth of the Fine Arts Society which was founded in 1922, the Jacksonville Arts Club, Inc., established its home at 1550 Riverside in 1948. A continuous series of travelling and local art exhibits is held each Winter. Twice yearly, members exhibit their own work. Sketch classes are held weekly.



## CENTERS OF SOCIAL LIFE....THE CLUBS



Oldest social group in the city is the Florida Yacht Club, organized in 1877 with the help of wealthy vacationer William Astor, its first commodore. Its first home, left. The present home in Venetia, its fourth, right. This imposing clubhouse was opened with a brilliant reception on April 24, 1928.

**P**RIVATE clubs have been important social centers since 1877, when the Florida Yacht Club started a merry whirl of regattas, "hops," "Germans," and debut parties. Today's clubs are centers of extensive recreational and social activities.



The Seminole Club was founded in 1887 to provide a downtown meeting place for business and professional men. It is Jacksonville's second oldest private club. The first headquarters, and the present building constructed in 1903, are shown here.





Above . . . Original home of the St. Johns Golf Club which was incorporated as the Florida Country Club in 1903. In 1910 the organization, having outgrown these quarters, moved into a fine clubhouse on the river in Ortega. An 18-hole golf course and tennis courts were constructed. After the stock market crash of 1929 the club was disbanded and the clubhouse torn down. Today, fine homes cover the area.



Left . . . Timuquana Country Club, built during the impetus of the boom days, was opened in 1923. The latest improvement to the beautiful property is a swimming pool. The club took its name from the tribe of Timuquanan Indians which lived in this section during the 16th century.

Organized in 1896, the St. Johns Golf Club (later the Florida Country Club) built the city's first golf course, consisting of seven holes. Jacksonville's Fall-like Winters and breeze-swept Summers make this game imported from Scotland one of today's most popular sports. Four private and two public courses serve thousands of ardent golfers.



The San Jose Country Club, established at the height of the Florida boom, was short-lived. After twenty years, the club was reorganized in 1948 and quickly won a position of leadership. Extensive improvements have been made, including the addition of a swimming pool.



Ponte Vedra Club, nationally-known golfing center and beach resort, is the finest of its kind in north Florida. Founded in 1928, it occupies the site of Mineral City where during World War I rutile, ilmenite and zircon were mined. Construction of beautiful beach homes nearby began in 1934.





Original Woman's Club Building.



New clubhouse.

## PROGRESSIVE WOMEN TAKE ACTIVE PART IN CIVIC WORK

Never underestimate the power of a woman's club. Jacksonville has learned this truth through the years as aroused women have banded together to support special projects, to build up institutions, to aid the city.

Perhaps the first organized women's groups were the church sewing circles, formed in the town's earliest days. There is mention of one as early as 1840.

Since that time the distaff side has been known to organize a club at the merest whisper of a need. Every worthwhile purpose from social to political has been served through the years by women's clubs.

Members of the benevolent societies and sewing circles of the late Nineties have left their heritage of good works to their daughters. Whist club members of long ago fostered today's social organizations. Many of the little girls who worked as "Orphan Aiders" in 1900 are among club leaders today.

Oldest existing woman's club is the Friday Musicale, organized in 1890. Its purpose was to bring fine music to members. It sponsors the Junior Symphony Orchestra; workshops for local talent; monthly recitals; nationally-known speakers; annual Delius programs and seasonal musical treats.

In 1897 thirty ladies gathered in the parlors of the Windsor Hotel to form the Woman's Club of Jacksonville. Destined for an influential role in the city's affairs, this club has turned its talents toward bettering the community in every conceivable way. Its expansion has been steady and substantial. It has actively and financially supported such projects as playgrounds, schools, health, charities, war work and social welfare. The

club conducts study courses for members, provides scholarships for White and Negro students. It has an imposing clubhouse on the river, formally opened November 23, 1927. Often the club, which has over 1200 members, has won national recognition.

In 1917 the Duval Federation of Woman's Clubs was formed by 34 leading women's organizations. The Federation's purpose, in part: "To cooperate in work vital to the homes, especially where women and children are concerned, moral welfare, public health and sanitation." The record shows a long list of accomplishments by the associated groups.

The world's largest Garden Club under one federation is in Jacksonville. This organization has grown from 20 members to over 2,600 members in 97 circles in 1950. One of the most notable achievements was the development of a beautiful Garden Center on the river. The cost of this, \$48,000, was repaid in less than four years." Important work includes elaborate flower shows, study courses, conservation work, experimental rose gardening, and maintaining an information center.

In Jacksonville many Florida chapters of national societies pioneered. First came Martha Reid Chapter, United Daughters of the Confederacy, founded in 1892 as the Woman's Confederate Home Association. Today there are six U. D. C. chapters and four Children's chapters. The first Florida Chapter of the Daughters of the American Revolution was organized here in 1895. The state's first meeting of the National Society of Colonial Dames in America was held here in 1899. In 1910 the first meeting of the U. S. Daughters of 1812 was held, and the second chapter of D. A. R. was formed. These

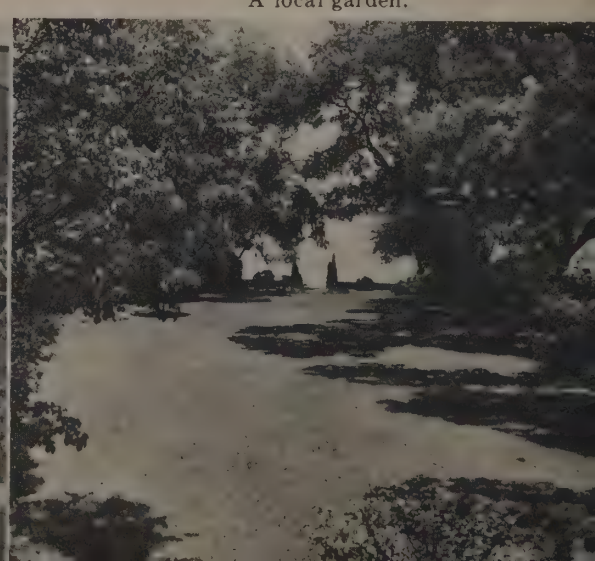
Garden Center.



Scene from Flower Show.



A local garden.





organizations not only perform patriotic services, but preserve history in monuments, relics and markers. Scholarships and good citizenship awards are given annually.

The Parent-Teacher Associations, first formed as the Mothers' Clubs under sponsorship of the Woman's Club in 1903, take an aggressive, constructive interest in educational affairs. P-T A groups foster health and welfare programs, have been actively interested in helping the school system to establish cafeterias and conduct school benefit performances.

Of the many neighborhood groups, one of the oldest is the Springfield Woman's Club, founded in 1904 as a neighborhood improvement association. One of the largest is the Southside Woman's Club, established in 1913, with nearly 400 members. The Catholic Woman's Club, an educational, philanthropic and social group, has expanded its membership from 25 in 1917 to 225 in 1950. The American Association of University Women formed a local chapter in 1926.

Church groups, business sororities, social clubs and local alumnae chapters of national social and honorary sororities are numerous and active. The Panhellenic Association, founded in 1914, acts as a clearing house for interfraternity problems and performs many civic deeds. Almost every men's fraternal organization has its feminine counterpart. Largest of these is Eastern Star, with ten chapters, nearly 2,000 members.

Colorful groups with foreign backgrounds have added their native cultures to the personality of the city. First of these was the Syrian Women's Charity Society, organized in 1910 as a welfare group. Molaka, formed in 1928, is interested in civic, charitable and social functions. Sae Benet follows the same type of activity, is composed of boys and girls. These are Syrian clubs. The Lebanese have more recently formed their own societies with similar purposes. Greek women organized the Order of Penelope, auxiliary to the Order of Ahepa. It has carried out an extensive program of education and welfare for fellow countrymen.

Many Jewish societies have been formed. Outstanding is Hadassah, which has grown from a sewing circle of ten women over 40 years ago to a membership of almost 700.

Earliest of the women's service clubs, which multiplied after adoption of the Woman's Suffrage (19th) Amendment to the U. S. Constitution on August 26, 1920, was the Business and Professional Women's Club, organized here in 1919. The Pilot Club was formed in 1934, Zonta in 1940 and Altrusa International in 1946. The League of Women Voters was also established in 1946. These clubs engage in various activities—health, welfare, politics, education.

Another service club is Florida's first Junior League, begun in 1923 as the Day Nursery Aid. The Junior League Follies, an entertainment highlight in 1950, provided money for charitable work.

This is by no means the full story of the women's organizations of Jacksonville. This is only a synopsis, mentioning some of the oldest, some of the largest, some with other claims to distinction. There are many other worthy, hard-working groups.

The solid achievements of the past point to greater fulfillment of purposes in the future.



#### TOP TO BOTTOM . . .

Founded in 1947 as a project of the Pilot Club, the Mother's Milk Bank is only one of 22 in the United States to be operated by private group. Nearest other Milk Bank is Louisville, Ky.

Lovely Southern colonial type auditorium of the Friday Musicale in Riverside. Old Concordia School was located here.

Children's Museum, founded in 1935 by the Childhood Education Association, opened in 1945 in Armory Annex. Present imposing building in Riverside was acquired in 1948. It has developed through combined efforts of P-T A, the Junior League and private citizens.

Hadassah founders, out for a spin with their husbands, little dreamed that in 1950 their organization would number nearly 700 members.





# HISTORY-MINDED GROUPS REVITALIZE THE PAST



The Jacksonville Historical Society, founded in 1929, included this map in its 1947 publication. Markers designating important local historic points are indicated.



U. S. Daughters of 1812 honored Gov. William Pope DuVal, for whom the county is named, by erecting marker on ground of Duval County Court House in 1950. Little girl shown in foreground is a direct descendant of Gov. DuVal.



These are founders of Katherine Livingston Chapter, D. A. R., in 1910. This group was largely responsible for Florida's first law to protect the U. S. Flag.



Jacksonville Chapter, Daughters of the American Revolution, dedicating Hemming Park marker to commemorate meeting point of old Indian trails. This was 1928.



City was host to national convention, Sons of the American Revolution, in 1949. This shows traditional ceremony, massing of colors, as chapters from the 48 states and Paris, France participate.



Six chapters of the United Daughters of the Confederacy annually honor Confederate dead on Memorial Day. This was April 26, 1942.





At nearby Orange Park is Moose Haven, operated by Loyal Order of Moose for members throughout the nation. Study of geriatrics (old age) is pursued with youthful vigor at new \$1,000,000 laboratory.

## MEN'S GROUPS PUT SHOULDERS TO THE WHEEL

It is estimated that the average American male belongs to 4.7 organizations. The Jacksonville male is at least up to the national average, if not above. There are scores of civic clubs, service clubs, fraternal orders, veterans groups, neighborhood clubs.

Through these media the men of Jacksonville put their shoulders to the wheel of progress. They work to aid the crippled, the blind, the sick. They foster sports events, work for school improvement, advocate street and highway projects, seek to beautify the waterfront, provide scholarships.

The last of the once-dominant United Confederate Veterans has gone to his reward, but veterans of later wars carry on to aid fellow veterans, to help the community. Largest is the American Legion, formed just after World War I. Many women's groups are spawned as auxiliaries of men's organizations. But a comparatively new, county-wide group is the Dads' Clubs association, opposite number of the P-T. A.

Granddaddy of the civic clubs is Rotary, organized here in 1912. Some others with local founding dates include Kiwanis (1919), Civitan (1920), Exchange (1923) and Lions (1924). A business booster is the Ad Club, organized in 1916, revived after World War I.

The Independent Order of Odd Fellows, Florida Lodge No. 1, was organized at Middleburg in 1841, moved to Jacksonville in 1844. Some other organizations and date of founding here: Solomon Lodge No. 20 F. & A. M., 1848; Young Men's Christian Association, 1870; Knights of Pythias, 1873; Elks, 1891; Woodmen of the World, 1893; Knights of Columbus, Council No. 648, 1902; Red Men, 1902; Loyal Order of Moose, 1911.

Many neighborhood groups have been formed in recent years. Examples are Southside Business Men's Club, started in 1932 and Southside Improvement Association, formed in 1940. There are many others, all working to build the city.

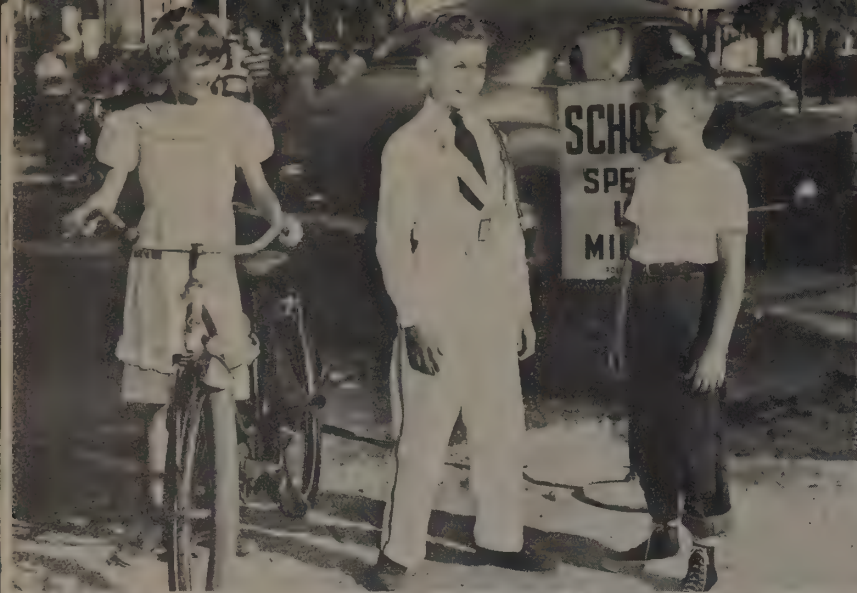
The Jacksonville Bar Association was organized February 4, 1897 with 39 members. In 1950 the membership had grown to approximately 400; the two surviving charter members are brothers, A. W. Cockrell Jr., and Robert S. Cockrell.

Members have been vigorously active in civic affairs and government leadership. A distinct contribution to social welfare was creation in 1932 of the Legal Aid Association, which provides gratuitous advice and services to indigent persons. This is one of many undertakings to improve the community.

Many fraternal orders build fine homes. Here's an example.







## A HELPING HAND FOR THOSE IN NEED

Life is not a bowl of cherries for everyone in Jacksonville. Many children get started with the odds against them—they are orphans, they are crippled, or they are sick.

To improve these odds, to help the helpless, numerous organizations have gone into action. Others aid the aged. Shown here are a few of the groups.



Top . . . Guarding children from traffic is the School-boy Patrol, guided by the Police Department, supported by the Safety Council.

Left . . . Daniel Memorial Home, one of the oldest charitable organizations in the city, was founded in 1884. Relief money left after the 1888 yellow fever epidemic helped construct the original building.



Top . . . Children's Home Society, organized in 1902, is state's largest. Shown, part of new building program on Southside.

Below . . . Young Women's Christian Association, organized in 1911, has performed outstanding service. This building was erected in 1950.

Left, top . . . Boys' Home Association, organized in 1914, for years sponsored Big Brother movement. Served 509 boys in 1949. Moved into new home in 1948. It has helped over 31,000 boys.

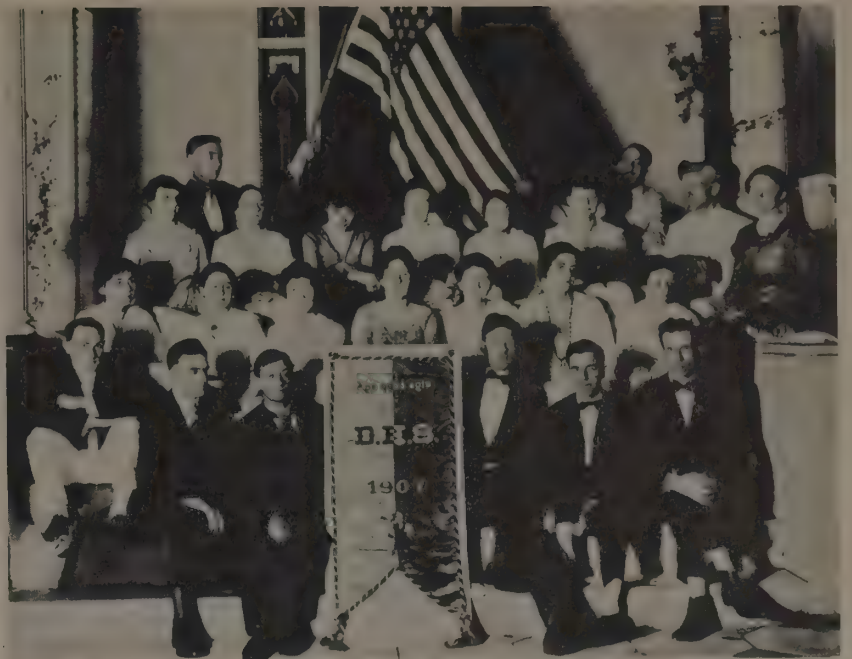
Below . . . Opportunity House is the city's only settlement house. Founded in 1939, it has furnished food, clothing, shelter and recreation for thousands.







A modern high school.



Duval High, Class of 1907.

CHILDREN of Jacksonville in 1835 took their McGuffey Readers and squeaky slates to a "Male and Female" school conducted by Alexander Graham. This was followed by other private schools.

Mrs. J. M. Hawks opened a free public school for white and colored children in 1864, but the school did not prosper. After the war, people were busy rebuilding their homes and businesses. Hence, children received only sketchy training from family tutors.

The first real foundation for today's public school system was laid in 1875 when a public school was opened in Jacksonville with a curriculum considerably higher than previously had been attempted in Florida. This was the beginning of Duval High School, which had a colorful 52-year career. Housed first in a small two-story wooden building on Laura and Monroe Streets, the school was moved in 1877 to a newly-constructed two-story brick building at Liberty and Church, its home until destroyed by the fire of 1901. For years it was Florida's only high school with its own faculty and building.

After the fire, classes were held in La Villa and Central Grammar Schools until 1908 when the central unit of Duval High was built on Ocean Street between Beaver and Ashley. Overcrowded Duval High was replaced by Lee, Jackson and Landon High Schools in 1927. At Jacksonville Beach is Fletcher High School. The central building of old Duval High on Ocean Street today has become the administration center for the steadily-expanding Duval county school system.

At the turn of the century, Jacksonville children trooped to neighborhood grammar schools—Brooklyn, La Villa, East Jacksonville, Central Grammar, Springfield and Riverside. As the population grew, the wooden buildings grew also, but not fast enough. They not only bulged at the seams, they were a dangerous fire hazard. Following a \$1,000,000 bond issue in 1915, the great box-like fire traps were replaced with sturdy brick buildings.

Since that time many improvements in the buildings and numerous changes in the curriculum have been made. Notable is the Diversified Cooperative Training Program, which originated in Jacksonville, has spread throughout the nation. Under this program, ambitious students study part-time, hold down related part-time jobs after school. Since 1933 over 2,000 students have participated. Most of them, helped by D. C. T., have received permanent positions.

From seven schools in 1900 to over 75 in 1950; from 14,000 pupils in 1916 (earliest figures available) to more than 48,000 today is a record which speaks for itself. To maintain progress, and to accommodate the bumper crop of war babies, a \$12,000,000 bond issue was voted in 1949.



Central Grammar-Duval High in 1902.



Duval High, now administration building for county school system.





A modern grammar school.



Top left . . . One of 11 parochial schools.



The Bolles School, military preparatory, founded in 1935. Ninety-eight percent of its graduates enter college.



Bartram School, founded in 1934. Its 127 graduates have entered 35 different colleges.

Below . . . Edward Waters College for Negroes, founded in 1866, is supported by A. M. E. Church. In 1950 there were 400 students enrolled. The college was destroyed in the Great Fire. Present buildings were erected in 1913. This is B. F. Lee Seminary Building.



SINCE the founding of Jacksonville's first school in 1835, private schools have been popular. Some flourished even after the founding of public schools. Names like Miss Jacobi's, Concordia, Lipscombe's are familiar to Jacksonville citizens.

In the city are parochial schools (four Roman Catholic High and seven grade schools); an accredited Jacksonville Junior College; an accredited Negro junior college; and a four-year College of Music, (founded in 1925).

Bartram School for Girls and The Bolles School, a military academy in San Jose, have established high standards for their students. Kindergartens give pupils a foundation. There are schools for teaching business, art, trades, cooking, speech, dancing—in a word, there are almost all kinds of schools.

Jacksonville Junior College, established in 1934 and housed in rented quarters, at first offered night classes only. In 1944 the college was moved to 704 Riverside Avenue, where a full schedule of day classes was added. Enrollment has risen from 80 in 1934 to 800 in 1950. New campus in Arlington (below) was occupied in 1950.





# CHURCHES FLOURISH IN CITY NEAR SITE OF NEW WORLD'S EARLIEST RELIGIOUS SERVICES



**I**N 1513 Ponce de Leon, a Roman Catholic, offered North America's first Christian prayer on a spot 25 miles from Jacksonville. In 1562 Ribaut and his Huguenot explorers knelt at the mouth of the St. Johns to offer the continent's first Protestant prayer.

So far as is known, the first religious services in Jacksonville were held over a store on the northwest corner of Bay and Newnan Streets in 1825. These services are thought to have been

(Continued on page 102)



1. **ST. JOHN'S EPISCOPAL.** Organized in 1834. First building, begun at present site in 1842, was burned in 1863. Building erected after the war was burned in 1901. Present church was erected in 1906.

2. **FIRST METHODIST.** Oldest in the city, this church was organized in the 1820's. First building was purchased in 1846. Present structure, erected in 1902, stands on original property site.

3. **IMMACULATE CONCEPTION.** First Roman Catholic parish in the city was organized in 1857. Its first building was erected near present site before 1847. Today's church was erected in 1907.

4. **FIRST BAPTIST.** Established in 1838, the congregation built city's first church structure in 1840. Second building was destroyed in War Between the States. Present church was built in 1903.

5. **FIRST PRESBYTERIAN.** Formed in 1843 after incorporation in 1840. First building was at Duval and Newnan, purchased from Baptists in 1844, sold to Methodists in 1846. New building erected in 1855 at the corner of Ocean and Monroe Streets, site of present building which was erected in 1902.

7. **FIRST CHRISTIAN.** Organized in 1884. Building shown here, built in 1902, was destroyed by fire in 1925. New church was begun in 1950 (see page 42).

8. **ST. ANDREWS EPISCOPAL.** This building was consecrated Easter Sunday, 1887. It escaped the fire, is oldest existing church edifice.

6. **BETHEL BAPTIST INSTITUTIONAL CHURCH.** Founded in 1838 with six members, four white persons and two Negro slaves, the Bethel Baptist Church erected several buildings as its congregation grew. In 1868, when the church was re-organized, the colored members accepted \$400 as their share in the property and retained the original name. Today, Bethel Baptist Institutional Church, with 1,500 members, is one of the largest in Florida. This building, erected in 1903, replaced the chapel destroyed by fire.





## NEIGHBORHOODS GREW AND SO DID THE CHURCHES



general rather than denominational.

In 1950, Jacksonville has more than 160 churches. Established by members of the Protestant, Catholic and Jewish faiths, these churches represent freedom of religious expression in the typical American tradition.

On Easter and Christmas days the Christian groups join in worship. Easter sunrise services, attended by thousands, are held in Memorial Park at the river side and at Ribaut Monument in Mayport.

At Thanksgiving and on other national holidays, all creeds are bound together in prayers for their country.



1. Lutherans have worshipped in Jacksonville since 1877, when a number of German residents organized the Evangelical Lutheran Church. Trinity (shown) is one of four neighborhood churches which replaced this downtown building, sold in 1925.

2. The Southside Baptist Church, established in 1939, has one of the newest buildings, dedicated in 1950.

3. Riverside Presbyterian Church. This is one of few with its own daily kindergarten and first grade. Handsome present building was erected in 1927.

4. Church of Latter Day Saints (Mormon) was established in 1922. The 46 founders, working together, erected their first church building in just one day. In 1923 they moved into the Post Street Church pictured here.

5. Christian Scientists met first in a private residence, 1892. The First Church of Christ, Scientist, was incorporated in 1897; three years later the congregation bought the old Presbyterian Church property. This building burned in 1901. Present church at Laura and First was built in 1921.

6. St. John the Divine Church, Greek Orthodox. This building was erected in 1902 as a synagogue, was acquired by Greek Orthodox Church in 1919.

The two most recent temples of the Ahavath Chesed, one of the South's oldest Jewish congregations. Organized in 1882, the synagogue was burned in the Great Fire. It was the first house of worship rebuilt (6). In 1910 the Laura and Ashley streets temple was dedicated (7). In 1950 this center of worship on St. Johns Avenue was completed (8). It includes educational and recreational facilities.





### AMONG THE SOUVENIRS OF JACKSONVILLE'S YESTERYEAR

Little girls wore layers of fluffy clothes in the early 1900's.

Popcorn parties were a source of fun at turn of the century.

Early cars offered many surprises and not much protection.

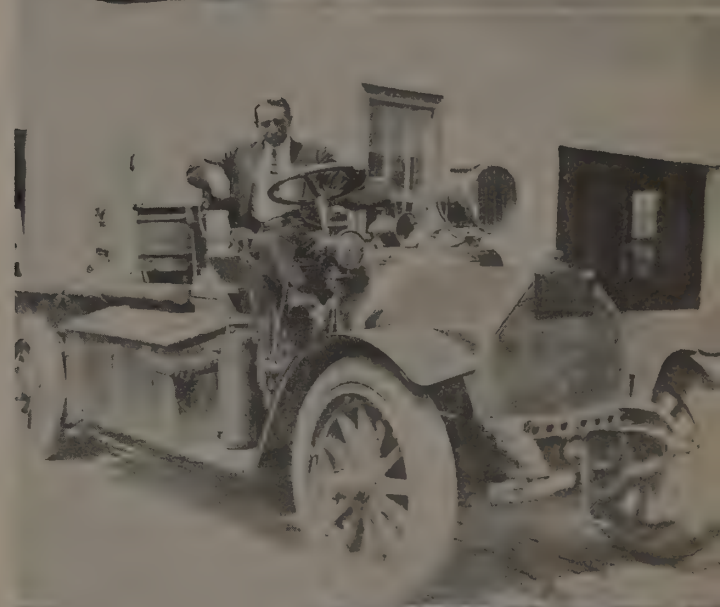
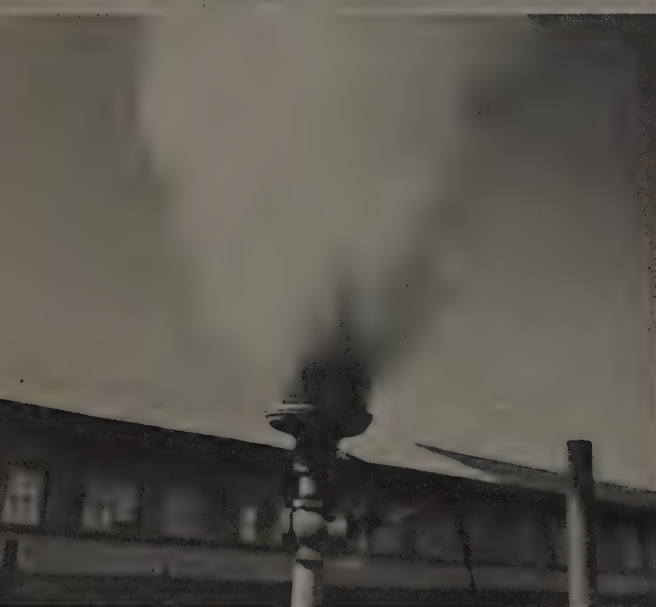
A parade during Gala Week of 1903 recognized automobiles as "here to stay."

Designed by Inventor John Einig and named for "Jim" Patterson, "Big Jim," deep-throated whistle at the Waterworks, has heralded important news, good and bad, since early 1890's.

In 1911 the automotive-conscious city bought its first truck. Henry Oetjen, superintendent of the Waterworks, is the driver.

By 1915, women's fashions had become elaborate—once again. Here is a scene from a fashion show in the Windsor Hotel's Japanese Room.

Pablo (Jacksonville) Beach railroad station in the 20's. 'Nuff said!







Beauty contest about the year 20 B. B. (Before Bikini bathing suits).



In 1922 Jacksonville staged a mammoth pageant depicting colorful Florida history. Over 2,000 persons took part.



During the Great Depression WPA brought happiness to children at Christmas time. This is a scene from "Happy Hearts" workshop.



Every year, thousands rise early on Easter morning to greet the sun at Ribaut Monument services. Shown is 1938 scene, before monument was moved (see Page 5).



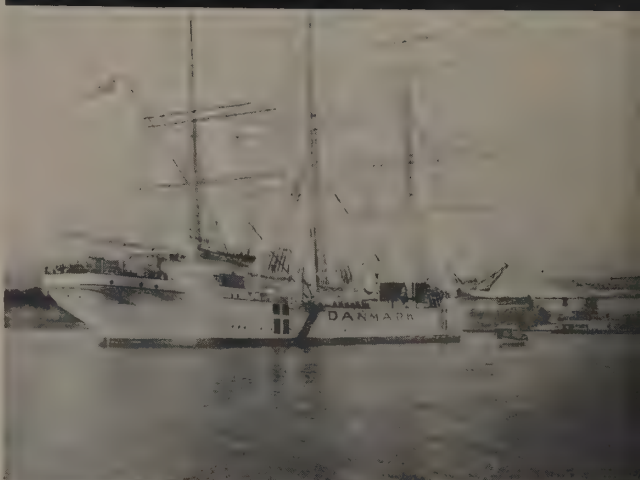
Jacksonville women took a tremendous interest in golf in the Twenties. Here are members of the Jacksonville Women's Golf Association, gathered soon after organization in 1927. The association continues active.



An airplane in Hemming Park caused much excitement in 1920.



Franklin Delano Roosevelt came to Jacksonville just before his first inauguration as President. With him are Gov. Dave Sholtz and Mayor John T. Alsop.



Danish training ship "Danmark" was interned in Jacksonville harbor during World War II. Danish boys made many friends during war-long stay.

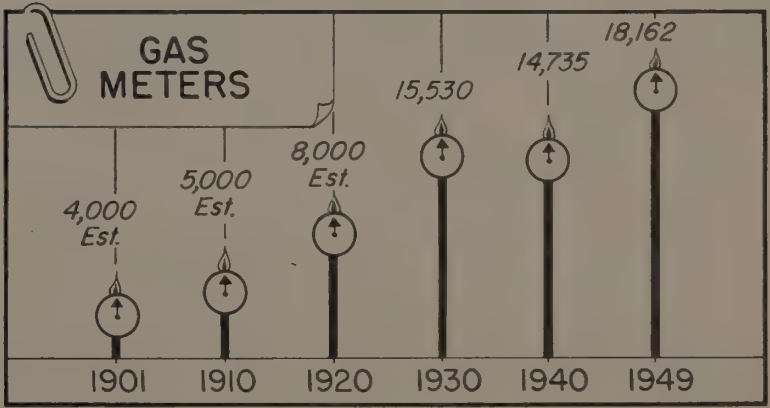
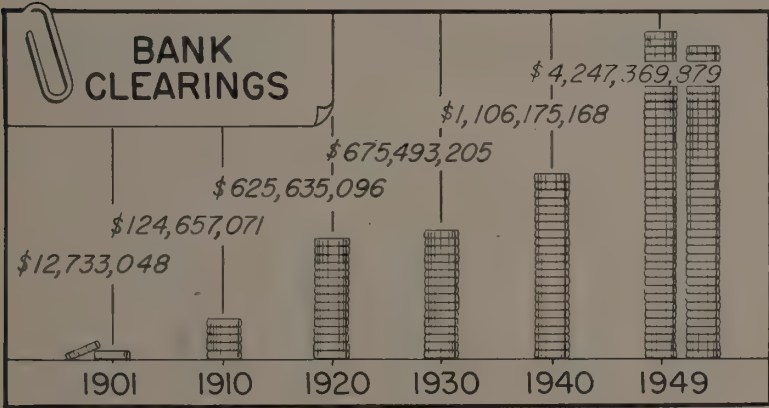
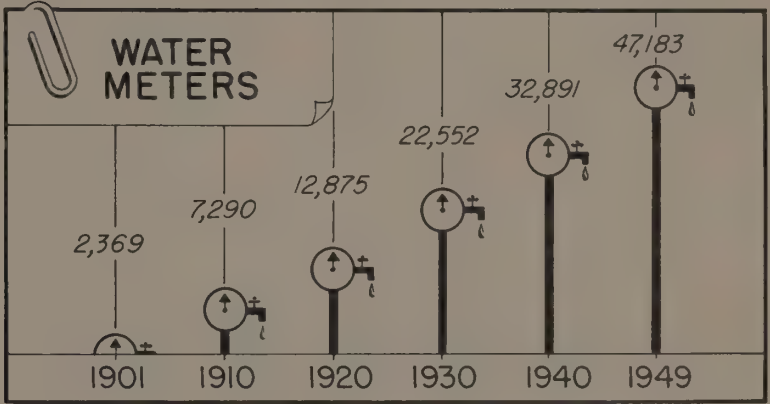
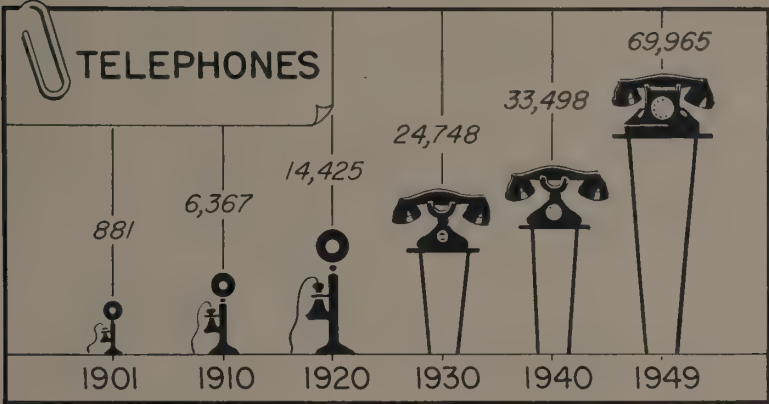
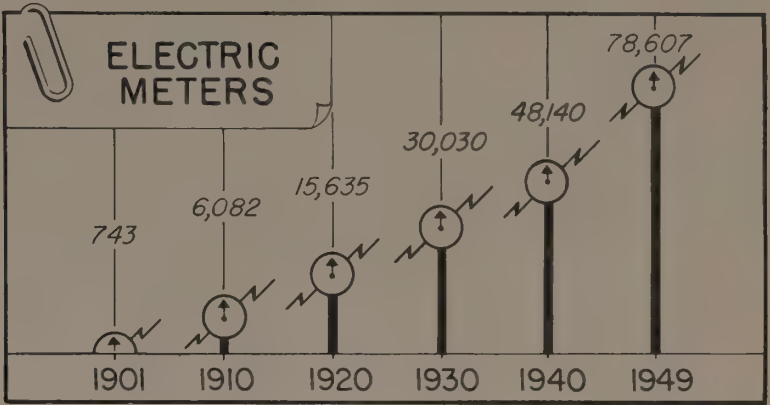
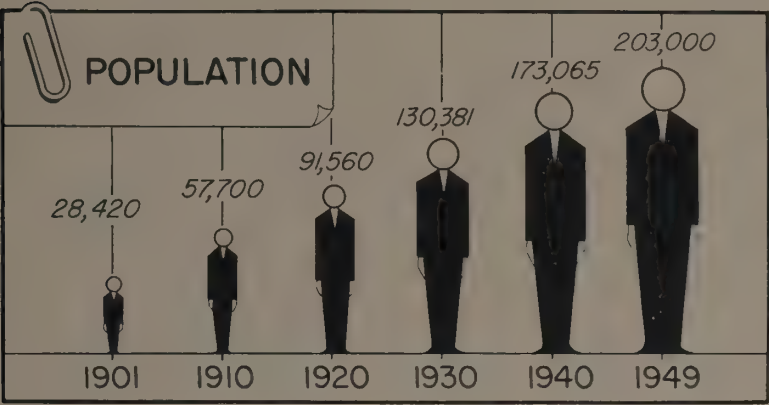


Just after World War II citizens young and old welcomed Santa Claus accompanied by giant balloon figures.



SINCE THE FIRE, DECADE AFTER DECADE,  
CHARTS POINT UPWARD

THE RECORD SHOWS: MORE AND MORE, BETTER AND BETTER







## IN THE PAST....VICTORY OVER ADVERSITY

**B**EHIND the skyline of 1950, behind every brick, every steel girder, every sign is a story of people, a story of struggles to make dreams come true. Where, on the morning of May 4, 1901, were smoking embers, there are great skyscrapers, flourishing businesses.

It is a story of individual effort, for Jacksonville is a bulwark of American free enterprise. But it is a story, too, of community effort, for the municipal projects are among the outstanding in the nation. Indeed, Jacksonville is a unique amalgam of public and private enterprise.

The city of 1950 has been built on the solid foundation of experience. And there was no experience quite like that of The Fire. Materially the city was virtually destroyed. But spiritually the citizens were stimulated, were spurred on to new achievement. People vigorously set about re-building. Business expanded. Building increased. Travel quickened.

The path of progress in the half century after The Fire has been marked by bumpy sections, detours. The Panic of 1907. The burst of the Florida boom in 1926. The Wall Street crash in 1929. The great, gripping depression of the early Thirties. But the course has always been forward.

In population Jacksonville was not among the first hundred cities of the nation in 1901. Today it ranks 48th. It is one of the world's major ports. It is a great center of trade and travel. Long "the Gateway to Florida," Jacksonville is key city of the Southeast—and the key opens to the future.



## IN THE FUTURE... DESIGN FOR DEVELOPMENT

**N**O crystal ball shows clearly what is in store for the second half of the Twentieth century. But signs of today point the way on the road to tomorrow.

With firm faith, citizens are laying plans for better living—for more things for more people. Already one of the great dreams of the era is beginning to emerge into reality. Work is going forward on the huge super-highway system (outlined below) after years of planning and work by business and government leaders. The first concrete step is the initial work (above, right) on the John E. Mathews bridge to Arlington, part of the far-flung system.



Likewise, work is going forward on tremendous projects for improving the schools and utilities. On the drawing boards are plans for great new buildings, for hundreds of additional homes.

In the year 2001 A. D., a later-day historian will look back on another half century. What he will see is already being written boldly by the men and women of Jacksonville.

Photo of aerial scene, with superhighway drawn on





# PHOTOGRAPHIC CREDITS

PAGE BY PAGE, TOP TO BOTTOM AND LEFT TO RIGHT

- Preface... Don Keller  
 ... Stefan Lorant  
 Page 1... Don Keller  
 2... Bill Becker  
 3... Don Keller  
 4... Stefan Lorant  
 6... Grover C. Henley  
 8... Webster Merritt—Spottswood—Windsor Hotel  
 9... Webster Merritt—Mrs. B. K. Barrs, next three, in 1892 book, "Jacksonville, Florida"  
 10... W. F. Hawley—Spottswood—Mrs. Barrs, next two.  
 11... T. Frederick Davis' "History of Jacksonville"—Capt. P. M. Wilkins—J. L. Mack  
 12... Mrs. Raymond Yockey  
 13... Dr. Horace Drew  
 14... Courtland Buckman—Mrs. George L. Christie  
 15... Spottswood—Hunter Lynde—Spottswood  
 18 and 19... John P. Wrigley  
 20... Charlotte Bowden Perry—Vinzant, from "Jacksonville in Flames," sent in by George Goff, J. L. Mack and Mrs. Adam Kruezer  
 21... G. C. Henley  
 22... J. W. Somerville  
 23... From "Jacksonville in Flames."  
 24 and 25... Miss Ruth Upson, J. W. Somerville, Mrs. W. P. Russell and Miss Mary Howard  
 25 and 27... W. J. Argo  
 28... Spottswood "Jacksonville in Flames"  
 30... Mrs Sidney Simmons Sr.  
 31... Mrs. B. K. Barrs—next two Capt. Wilkins, from Spottswood Collection  
 32... Wilkins—C. H. Brown  
 33... W. E. Sheddán—Wilkins—C. H. Brown  
 34... First three from Newman, Lynde Collection—Courthouse, C. F. Sares, from Board of Trade book, 1903.  
 35... Spottswood collection  
 36... Wilkins—Spottswood  
 37... Wilkins—Jesse Clark  
 38... Newman, Lynde—Wilkins—Don Keller  
 39... Newman, Lynde—Wilkins—Merritt—Henley  
 40... J. L. Mack—H. J. Klutho (Seminole Hotel)  
 41... J. L. Mack—Henley—C. F. Sares (old Atlantic Bank)—Klutho  
 44... Wilkins—G. W. Hoover (fire tower)—Henley (modern)—other three, Wilkins  
 45... Wilkins—J. L. Mack—Chief Cannon  
 46... Henley—Sares—Marsh-Kornegay  
 47... Newman, Lynde—Ralph Walter—Robert E. Fisher  
 48... Sheddán—E. E. Bentley (modern airport)—John Ingle Jr.  
 49... Robt. McIver—Duval County Medical Society  
 50... Mrs. Geo. D. Green II—Ted Arnold (old and new St. Lukes)—Mrs. E. A. Haskins—Fisher  
 53... City Commission (Wm. Bostwick Jr)  
 54... Mrs. Edward Lane Sr.—Mrs. A. S. Broward—Clyde Reese  
 55... Mary C. Cates (old Metropolis)—Sid Foster (artwork)—Robert Millar (Times-Union)—W. E. Sheddán (radio)  
 56... Lloyd Sandgren  
 58... Mrs. Cates (Tibbetts' home)—C. F. Sares (Barnett and Garner)—Wilkins (Mitchell)  
 59... Mrs. Edward McCarthy  
 62... Wilkins (Goodwill tour)  
 64... Florida East Coast railroad (bridge construction)  
 65... Mrs. McCarthy (horse and buggy)—J. L. Mack (street car)  
 66... Mrs McCarthy (beach road)—V. R. Deane (New Beach road)—Henley (Highway 105)  
 68... Mrs. Simmons (old waterfront)—Wilkins (ferryboat)—Leo Witt (cotton and fishermen)  
 69... Fisher (Jetties and pulpwood) Becker (ship loading)  
 70... Wade Kornegay (oil tanks)—Keller (lumber)—Klutho (auto dealer)  
 71... J. L. Mack (Cohen Brothers then)—Harold Meyerheim (Furchgott's then)—Spottswood (Drew's then)  
 73... Dennis Street aerial (Fisher for John Price)  
 74... Horace Lippman (Camp Johnston)—Blanche Moore (Armistice)—Henley (bugler)  
 75... Official U. S. Navy photos  
 77... Mrs. Cates (knitters, 1918)  
 78... Becker (Stowe Lodge)—Mrs. George Clark (Oriental Gardens)  
 80... Minnie McLean (shells)—Mrs. Charles Dixon, next two—Wilkins (Hotel Continental)  
 81... Florida News Service (roller coaster)—Marsh-Kornegay (bathing beauties)—V. R. Deane (beach today)  
 82... H. J. Klutho—Mrs. Brady James (Kalem)  
 83... C. H. Brown (Grand Theatre)—Fisher (Normandy)—other three, Guy Kenimer collection  
 84... Lloyd Sandgren  
 85... Mrs. Simmons—Miss Moore (Waterworks Park)—Mrs. Russell (Dixieland)  
 90... Jerry Shaw (Little Theatre)—Mary Sackman (opera)—P. M. Ulsch (Boys Band)—Wilkins (Berry's Band)  
 92... Mrs. Barrs (old Yacht Club)  
 99... Robert Lockett (Lee High)—Horace Lippman (Duval Hi class '07)  
 100... Kemp, Bunch & Jackson (plans for Junior college)  
 103... (Top to bottom)  
 Mrs. Edward McCarthy—Gordon Spottswood—Miss Minnie McLean—Henley—Mrs. McCarthy—Miss McLean—Sheddán—FEC R. R.  
 104... (top to bottom)  
 Jesse Clark—Mrs. Lynwood Jeffreys—Jesse Clark—Henley—Bill Becker  
 107... Tom Ephrem



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## THROUGH THE YEARS IN JACKSONVILLE

1901 (Pop. 28,429)

May 3 . . . The Great Fire.  
 Afro-American Life Insurance Co. founded by  
 Negro citizens.  
 Phoenix Park opened.  
 Baird Building, Ocean and Bay, first major  
 building reconstructed.  
 Massey Business College re-built.  
 Hotel Continental opened at Atlantic Beach.

1902

Children's Home Society founded.  
 Duval County Courthouse completed.  
 First Gala Week celebrated.

1903

Automobile Club organized to promote good  
 roads.  
 Gala Week and Trades Carnival (first auto  
 parade held).

1904

Duval Theatre dedicated.  
 First Woman's Club built.  
 South Atlantic Baseball League formed, in-  
 cluding Jacksonville Jays.  
 Springfield Improvement Association (later  
 Woman's Club) organized.

1905 (pop. 35,301)

Carnegie-endowed Public Library opened.  
 President Theodore Roosevelt visits city.  
 Orpheum and Colonial Theatres opened.  
 First auto trip to Beach by Fred E. Gilbert.

1906

24-foot St. Johns river channel completed.  
 Florida National Bank built.  
 Desoto Sanatorium (St. Vincent's Hospital)  
 founded.  
 Novelty moving picture theatre opened.

1907

First auto trip, New York to Jacksonville, by  
 Ralph Owen.  
 South Jacksonville has first town officers.  
 Dixieland Amusement Park opens.  
 First film producing studio opens (Kalem).  
 First supervised playground opens (at Dignan  
 Park).

1908

Bridge built over McGirt's Creek (Ortega  
 River).  
 Bisbee Building erected.

1909

Atlantic Bank Building erected.  
 First taxi service begun by J. E. T. Bowden.  
 Spring and fall horse race meets at Moncrief  
 track.

1910 (pop. 57,699)

Atlantic Boulevard to Beaches completed.  
 Clara White Mission for Negroes opened.  
 Seminole Hotel completed.

1911

Y. W. C. A., Boy Scouts and Red Cross or-  
 ganized.  
 Louis Disbrow breaks four world's auto speed  
 records at Pablo Beach.  
 Glidden Tour, from New York to Jacksonville  
 by auto in 12 days.  
 Florida Life Building erected.

1912

F. E. C. Railroad, Jacksonville to Key West,  
 completed.  
 Municipal docks and terminals constructed.  
 Presidential Candidate Woodrow Wilson visits  
 city.  
 Municipal electric generating plant on Talley-  
 rand Ave. completed.



## 1913

Federation of Mothers' Clubs organized (later P-T A).  
 Brentwood, Murray Hill and Neptune (Beach) subdivisions pushed.  
 Juvenile court holds first session.  
 Mason (Mayflower) Hotel completed.  
 Union Terminal Warehouse constructed.  
 Heard (Graham) Building completed.

## 1914

Boys' Home organized.  
 St. Luke's Hospital's new quarters completed.  
 24th annual United Confederate Veterans reunion; 60,000 present.

## 1915 (pop. 66,850)

Duval County P-T A Council organized.  
 Arcade Theatre opens.  
 Monument to Women of the Confederacy dedicated.  
 Davis liquor package law goes into effect.

## 1916

Second Florida Infantry mobilized at Black Point, goes to Mexican border.  
 Long distance telephone service extends to Pacific coast.  
 30-foot St. Johns river channel completed.

## 1917

April 6—U. S. declares war on Germany.  
 Camp Joseph E. Johnston established.  
 Council and Commission replaced city Board of Bond Trustees.  
 First Tourist and Convention Bureau opened.

## 1918

City buys \$120,000 in Liberty Bonds.  
 Duval county votes "bone dry", 3,136 to 2,386.  
 Nov. 11—"Big Jim" blasts news of Armistice.  
 Influenza epidemic, nearly 30,000 infected, hundreds die.

## 1919

Edward C. DeSaussure Post. 9, American Legion, organized.  
 Business and Professional Women's Club founded.  
 Imposing new union (railroad) station completed.  
 Post-war readjustments; strikes, walkouts.  
 Atlantic Beach Hotel burns.

## 1920 (pop. 91,558)

Little Theatre movement starts.  
 Women register to vote.  
 Wilson & Toomer fire; loss nearly \$1,000,000.

## 1921

St. Johns river bridge dedicated.  
 Avondale section developed.  
 Jetties and bar improvements completed.

## 1922

Junior Chamber of Commerce organized.  
 April 20-25—Florida Historical Pageant held.  
 Babe Ruth hits home run at Rose Park.  
 Sept. 4—Lt. James H. Doolittle sets trans-continental flight record, Neptune Beach to San Diego in 21 hours, 18 minutes.  
 Moosehaven Home for aged opened at Orange Park.

## 1923

Duval County Welfare Board created.  
 Municipal Golf course opened.  
 Jacksonville-Lake City concrete highway completed.  
 J. B. Callahan invents water hyacinth-destroying machine.  
 First radio station, WDAL, on the air.

## 1924

Community Chest established.  
 Alligator Farm in South Jacksonville called world's largest.



Federal Reserve Bank opens branch.  
 D. A. R. erects Ribaut monument at Mayport.  
 6-3-3 school plan adopted.  
 Memorial statue dedicated in Riverside.

1925 (pop. 95,450)

Peak of the Boom—Carling, San Jose and Casa Marina Hotels under construction; Panama Park, Ortega and North Shore annexed; subdivisions numerous; bank clearings top one billion dollars.  
 John Wellborn Martin inaugurated governor of Florida.  
 Municipal stadium constructed.  
 City becomes largest Naval stores port in world.  
 WJAX goes on the air.  
 Progress Exposition held; Believers in Jacksonville organized.  
 18-story Barnett Bank Building erected.  
 New Duval County hospital built.  
 Atlantic Boulevard "White Way" lighted.

1926

Boom continues—Heckscher Drive opened to Fort George; Venetia, Timuquana, Lake Shore, San Marco sections developed.  
 Jacksonville Journal moves to Laura and Church Streets site.  
 Hyde Park Country Club organized.  
 Zoo gets elephant, Miss Chic.  
 George Washington Hotel constructed.  
 Carling Hotel opened.  
 New Police Headquarters built.  
 Hope Haven established.

1927

Boom subsides.  
 Municipal airport dedicated, Hero Charles A. Lindbergh present.  
 Three senior high schools replace Duval High.  
 Riverside and Capitol Theatres open.

A. C. L. announces 24-hour train service to N. Y. City.  
 Woman's Club dedicates new building.  
 City operates naval stores center.

1928

World's endurance flying record set at Beaches by Stinson and Haldeman.  
 Sidewheelers end river runs.  
 Parental Home started.  
 President and Mrs. Coolidge visit city.  
 St. Vincent's Hospital occupies new riverfront site.  
 Atlantic coastal highway opened.  
 First all-talking movie, "Lights of New York", shown.

1929

Depression under way; three banks fail.  
 Airmail service inaugurated.  
 Jacksonville Historical Society organized.  
 Beaver Street Viaduct opens.  
 Yale University establishes Ape Study Farm at Orange Park.  
 Street sale of medicine is banned.

1930 (pop. 129,549)

Gilchrist B. Stockton named U. S. Minister to Austria.  
 City installs voting machines.  
 Schoenhair breaks air flight records; new air terminal completed.  
 Miniature golf is the rage.  
 New boardwalk completed at Jacksonville Beach.  
 Springfield and Riverside branch libraries open.

1931

Admiral Byrd's Little America ship pays visit.  
 Brewster Hospital for Negroes opens in new building.  
 Eastern Air Lines brings city first passenger air service.



## 1932

South Jacksonville annexed.  
 George Dillon awarded Pulitzer poetry prize.  
 Feb. 11—City celebrates 100th birthday, 160 floats in parade.  
 The Bolles School, military academy, opens in San Jose.  
 Streetcars being replaced by busses.  
 Bus terminal opens on Bay Street.  
 Brosay and Lees break air endurance record.  
 Southside branch library opens.

## 1933

President Franklin D. Roosevelt inaugurated; all banks closed temporarily during financial crisis.  
 Unemployment spreads.  
 Businessmen enthusiastically back NRA.

## 1934

Federal building dedicated.  
 WMBR goes on the air.  
 Porter (Jacksonville Junior) College opens.  
 Bartram School founded.  
 Ponte Vedra development begins near golf course.

## 1935 (pop. 146,259)

Children's Museum founded.  
 WPA expands; other federal projects extended.

## 1936

Durkeeville, first public housing project, begun.  
 Busses replace final streetcar.  
 Nov. 15—Present Tourist and Convention Bureau opened.

## 1937

Jacksonville-born Judy Canova makes first movie.  
 British consulate moves here from Savannah.  
 Federal social security collections begin.

\$3,500,000 National Container plant erected.  
 One-way street system inaugurated on Forsyth and Adams.  
 Oriental Gardens opened.  
 Fletcher High School completed at Jacksonville Beach.  
 Anti-noise ordinance passed (paving way for national awards).

## 1938

Little Theatre occupies Southside building.  
 Florida Symphony Orchestra holds first concert.  
 Brentwood public housing project begun.  
 National Air Lines begins service here.  
 U. S. Gypsum plant established.  
 Main Street Bridge begun; ferry service ended.

## 1939

Opportunity House is opened.  
 First shipment of Guatemalan bananas received.  
 SAL begins diesel streamlined train service.  
 War begins in Europe.

## 1940 (pop. 173,065)

St. Johns River Bridge becomes toll free.  
 Oct. 15—Naval Air Station, Jacksonville, commissioned.  
 Navy starts work on Mayport airfield.  
 WJHP goes on the air.  
 Hope Haven Hospital occupies new Beach Road home.  
 Craig Airport is built.

## 1941

Northeast Springfield Branch library opened.  
 Camp Blanding opened, troops swarm in.  
 National Guard goes into Federal service.  
 President and Mrs. Roosevelt visit city.  
 Main Street Bridge opened.  
 Dec. 7—Pearl Harbor.  
 Two Italian ships seized.



1942

German saboteurs apprehended at Ponte Vedra Beach.  
 Lee and Cecil Fields established.  
 WPDQ goes on the air.  
 Parking meters installed.  
 NAS expands tremendously.

1943

Shipyards busy; first Liberty Ship, Ponce de Leon, launched.  
 Mayport Auxiliary Air Station dedicated.  
 Teen Town founded.  
 Juvenile Protective Agency formed.

1944

Price, rationing boards busy; many items scarce.  
 Selective service continues calls.

1945

St. Johns river channel deepened to 34 feet.  
 100 years of statehood celebrated.  
 Sept. 7—Japan surrenders. Boys start returning home.

1946

City acquires Herlong airport.  
 City-owned naval stores yard called largest in world.  
 Children's Museum occupies new building.  
 Traffic problem called serious.  
 Post-war housing boom starts, despite shortages.

1947

Junior College acquires Arlington property.  
 Daniel Memorial Unit of Medical Center opened.  
 Permanent X-Ray clinic established.

1948

Arts Club acquires Riverside Avenue home.  
 WOBS and WIVY go on the air.  
 Housing boom continues.  
 Oct. 4—Record transcontinental flight, Santa Monica to Jacksonville, six hours, 43 minutes.

1949

Fuller Warren inaugurated governor.  
 Subdivisions build up—Lakewood, Southside Estates, Miramar Terrace, North Shore, Glynlea.  
 Jacksonville Symphony Orchestra organized.  
 WMBR inaugurates television service.

1950 (pop. 203,370)

World's record set in miniature auto race.  
 Swimming pool for Negroes constructed.  
 Southside Branch Library opened.  
 New power plant built.  
 WRHC goes on the air.  
 Ocean highway, Fernandina to Fort George, opened. Ferry service between Mayport and Fort George inaugurated.  
 New pulp paper mill planned.  
 New Federal Reserve building begun.



July 21, 1950—Board of Directors of Jacksonville's Fifty Years of Progress Association meets to set plans for 1951 celebration. Left to right:

Seated: William Segal, Harold A. Martin, Mayor W. Haydon Burns, Fred H. Kent, Mrs. W. Jerome Knauer, Joseph W. Davin.

Standing: N. L. Mallison, Robert N. Dow, Jr., William D. Stark, Jr., James B. Clark, Harris Powers, Richard J. Lewinson, William S. Johnson, G. William Fessenden (representing the John B. Rogers Producing Co.)















